

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

High Performance

ON EXTRA SALES!

EXTRA PROFITS!

EXTRA PROMOTION!



PERFORM has a bright new attention-getting pack. New 125 ml. size – better value.

PERFORM Autumn Advertising Campaign using mass circulation magazines T.V. TIMES and WOMAN'S WEEKLY now running.

PERFORM fills a gap no other product does. So it has an established, loyal market.

perform
EXTRA OR REGULAR

**Check your stocks now, and
order from**

DENDRON LTD.,

94 RICKMANSWORTH ROAD, HERTS. WD1 7JJ. TELEPHONE: WATFORD 29251.

**LPCs' views
on sanctions
to be sought**

**NPA opposes
registration
of patients**

**Boots' retail
sales up 19pc**

**Three hundred
years of a
Kent pharmacy**

3 SUPER REASONS TO STOCK NEW KLEENEX SUPER 3:

1. New Kleenex[®] Super 3[®] Tissues are extra strong, extra soft, extra absorbent—because they have an extra layer of tissue.
2. There's a special money-saving 3p-off introductory offer.
3. We're launching new Kleenex Super 3 Tissues with an initial £500,000 national TV burst.

AN EXTRA LAYER FOR EXTRA SALES.



* Trademarks Kimberly-Clark Corp

CHEMIST & DRUGGIST

Incorporating Retail Chemist

November 25 1978

Vol 210 No 5145

120th year of publication

ISSN 0009-3033

Editor Ronald Salmon MPS

Assistant Editor Adrienne de Mont BPharm MPS

Technical Editors Graham Thorne BPharm MPS,
Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

CONTENTS

- 879 Comment—Destination unknown
- 880 LPCs to decide on sanctions ballot
- 881 NI closures rate slows down
- 881 Students put off pharmacy as a career
- 882 Advice on preventing oxygen shortages
- 882 NPA opposes patient registration
- 883 The Xrayser column—Sweet nothing
- 883 People
- 884 Counterpoints
- 887 On TV next week
- 890 Indigestion remedies: Part two
- 894 One way to beat the superstores
- 896 The 300 year tale of a Kent pharmacy
- 898 Effective business strategies in retail
- 899 Letters
- 903 Boots' retail sales up 19pc
- 903 Appointments
- 904 Market news; coming events
- 905 Classified advertisements

Published Saturdays by Benn Publications Ltd
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212

Editorial and Advertisement Offices
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212
Telex 27844

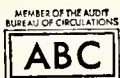
Regional advertisement offices

Midlands 240-244 Stratford Road, Shirley, Solihull,
West Midlands B90 3AE 021-744 4427
North east Permanent House, The Headrow, Leeds LS1 8DF.
0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow
041-942 2315
North west 491 Chester Road, Old Trafford, Manchester M16 9HF
061-872 5151
West country & south Wales 10 Badminton Road, Downend,
Bristol BS16 6BQ 0272 564827

Subscription Department
125 High Street, Colliers Wood, London SW19 2JN.
Tel: 01-542 8575

Subscription
Home £25 per annum. Overseas £30 per annum.
60p per copy (postage extra)

Benn



Member of the Audit Bureau of
Circulations

Contents © Benn Publications Ltd 1978.
All rights reserved. No part of this publication may be reproduced,
stored in a retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise without the
prior permission of Benn Publications Ltd.

25 November 1978

COMMENT

Destination unknown

Chemist contractors in England and Wales are entitled to ask the Pharmaceutical Services Negotiating Committee where they are being led—to victory, to a bright new future, or up the garden path. Eventually, with the benefit of hindsight, last week's decision to accept Mr Ennals' proposed reference of the profit margin dispute to an independent panel, will perhaps be seen as a masterpiece of diplomacy. But here and now, viewed from behind the dispensing bench of an ailing pharmacy, the way ahead looks like a familiar tunnel in which earlier "lights at the end" have all too often proved to be hallucinations.

Perhaps when the panel's terms of reference have been determined, contractors will find they have acquired the makings of a "Noel Hall" which will pave the way for a fairly-remunerated new contract . . . perhaps! Unfortunately, the PSNC's activities of late have not engendered confidence in their ability to pick winners. The committee thumped the table with talk of industrial action only a fortnight before the Secretary of State was due to make an offer, then was appeased by a mere gesture of condescension in their direction. Surely the threat was either real and should have been carried through, or it should never have been floated at all at that stage of the negotiations. Next the Committee chose to ask "consumers" of the pharmacist's services just what service they require—again strange timing without further explanation of the purpose, because most pharmacists already feel they know their role in the community (their only problem is how to finance its fulfilment).

Now this week it is learned (p880) that the LPC conference is to be asked, not what industrial action contractors would be prepared to support—but whether contractors *should* be asked what industrial action they are prepared to support! Is the putting of such a question to be construed as leadership? If the conference votes "no", it would seem to the outside observer (including, presumably, the Department of Health) to be afraid of the outcome; if it is to vote "yes", then surely valuable time has been wasted in putting the question to conference.

Is it, then, any wonder that the Committee finds itself at odds with its own chief executive on this issue? Mr Alan Smith would have preferred opinion to be canvassed before the conference so that the LPC representatives might have had a more constructive role to play. Clearly conference cannot make calls which require negotiation from strength if the strength is untested—and what better time to test it than when Mr Ennals and Mr Moyle have conspired to bring contractor wrath to fever pitch? Yet some forms of militancy may not be a foregone conclusion, because it is pharmacists—not necessarily "contractors"—who will have to face the patient over the counter. So perhaps employees should also be making their voice heard in this debate.

Mr Smith has now stated that Mr Ennals' panel offer amounts to little more than could have been demanded by PSNC, as a right to conciliation under the Employment Protection Act. The Committee presumably sees things differently and Sunday's conference must be afforded an opportunity to hear all the facts and opinions before reaching its decision. But, above all, the conference has a right to some clear, unequivocal explanations for recent events—and an equally clear charting of the road ahead.

LPCs to decide on sanctions ballot

A ballot of pharmaceutical contractors to ascertain views on taking industrial action is to be considered at the Local Pharmaceutical Committee representatives conference on Sunday, November 26. Last week (p848) it was announced that the dispute on return of capital employed was to be referred to an independent review panel and the previous threat of industrial action had been lifted for the time being. Consideration of whether a ballot should be held is contained on the supplementary conference agenda currently being circulated to LPC secretaries.

A note also appears on the supplementary agenda that the Pharmaceutical Services Negotiating Committee was concerned that Mr David Ennals, Secretary for Social Services, was not prepared to agree to arbitration whereby the findings would be binding on both parties. Under the proposed panel, neither side is committed to be bound by the decision. An up-to-date position on the panel's terms of reference will be put to conference.

Mr Ennals has rejected out of hand the Committee's arguments concerning the present level of chemists' NHS remuneration compared to that of dispensing doctors. Mr Ennals has undertaken, however, to reply before the conference on the PSNC's claim for full-time payment for the first pharmacist in any premises. At present pharmacists are paid only for time spent on NHS work. Mr Ennals' reply will be made available to the conference.

A joint statistical inquiry has been offered by Mr Ennals to investigate the relative price movement of fast- and slow-moving drugs following PSNC's request for an alteration in the price change timetable applied to proprietary preparations. Any required adjustment could be based on the result.

It's no victory says Alan Smith

Mr Ennals has given contractors no more than their right under the Employment Protection Act—conciliation—by proposing to set up an independent panel to study the profit margin issue, particularly since he will not be bound by the panel's findings. That is the opinion of Mr Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee, who believes also that the offer of a panel was insufficient grounds for the Committee's withdrawal of the warning about industrial action contained in its recent letter to contractors.

Mr Smith had been asked by *C&D* to clarify last week's acceptance of the offer, in the light of the Committee's earlier more militant posture. He replied

that the decision had been against his advice, but the Committee believed that the LPCs conference on November 26 should be allowed to decide whether or not the proposal was acceptable. Mr Smith felt the Committee should have gone ahead with its intention to canvas the views of contractors on sanctions ahead of the conference. In that way the LPCs could have been constructive in their approach, having before them the facts about contractors' willingness or otherwise to impose sanctions, and the form they might take. *C&D* asked

Contractors must take long view

Short term remuneration problems are less important than long term consideration of contract and distribution, according to Mr D. L. Coleman, the Pharmaceutical Services Negotiating Committee's deputy chairman. In a speech due to be given to the Colchester Branch of the Pharmaceutical Society on Thursday, after *C&D* went to press, Mr Coleman says that contract and distribution consideration would bring a new approach to remuneration.

He believes rational distribution must be decided, not dodged, postponed, or ignored. In order to achieve premises, basic practice, and second pharmacist allowances, etc, there will have to be some planning. It would be wrong to pay a premises allowance to three adjacent High Street pharmacies or to those next to a health centre. Mr Coleman says his only answer to a leap-frogged pharmacist is to leap-frog someone else—"What a way to run a service—what a death wish for a profession," he says.

There are those who wish to rely on market forces without interference planning. That would result in a small number of pharmacies in city centre superstores and next to health centres—but then what? he says. The public will demand facilities nearer their homes, municipal pharmacies would be invited to open, other outlets invited to supply non-prescription medicines and doctors to dispense. Is that leaving it to market forces? Mr Coleman asks.

What compromise can there be between the view of Co-operatives who, whilst accepting in principle the need for rational distribution, say they must have the right to open "wherever their members want," or the view of some multiples, who seek to exempt from control all pharmacies in shopping areas? There is room for compromise on the number they would exempt—some say 60 per cent, others 70 per cent, but can there be rational distribution with 60 per cent exempted? Of course not, Mr Coleman argues. Rational distribution will mean

whether both the "official" Committee line and the executive viewpoint would be put from the platform, to which Mr Smith replied that he had asked for an opportunity to address the conference.

Reactions to panel

Warwickshire Local Pharmaceutical Committee decided on Tuesday not to resign—as previously threatened—but to monitor the PSNC's progress in negotiating a new contract. Last week Mr Ennals had welcomed proposals for a "longer term" review of the contract, but Warwicks contractors believe the need is more urgent and will refuse to pay the PSNC levy if there is any sign of procrastination. Other reactions—including that of ASTMS—to last week's meeting of PSNC and the Secretary of State are on Letters p899.

pharmacies would not be able to open wherever they like—that is a limitation of freedom, the price for a free and proper pharmaceutical service. Once pharmacists have accepted it sincerely, the Parliamentary will is there to enact the necessary legislation in co-operation with the profession, Mr Coleman believes.

Turning to the referral of the profit margin issue to an independent panel (last week, p848), Mr Coleman says the review panel is important, because an independent look can be taken at the claims and, because a precedent has been established, the procedure could be incorporated into any new contract.

On the threatened breakdown of resale price maintenance on "ethicals" he believes all should protest and castigate those wholesalers encouraging it. He asks, however, why the wholesalers offer an extra 10 per cent. "Hardly because they sympathise with pharmacists in their dispute with the Department of Health." One cause had been the rapid rate of drug inflation; whilst contractors' margins had gradually reduced in percentage, the wholesalers' had remained the same, and hence cash profits had increased. There was therefore a lucrative market for the cowboy to exploit, with offers such as 10 per cent for £1,000 of trade. No service need be provided—the "traditional" wholesaler could provide that. To their shame, some pharmacists co-operated in schemes which were blatantly dishonest, for example, free goods, or cheques at the end of the month (in the wife's name?). Others came to special secret preferential discount schemes and, whilst publicly supporting RPM privately were making as much "on cost" from discounting and rebates, as from their NHS contract. If the present breakdown of RPM has done anything, it has brought a long standing problem out into the open. Now, each pharmacist is treated openly and the same; those who have indulged in covert arrangements no longer benefit at the expense of their colleagues.



NI closures rate slows down

The closure of pharmacies in Northern Ireland has continued at a reduced rate, according to the annual report of the Ulster Chemists' Association executive committee. But a few new pharmacies have appeared in areas where there have been population changes and in health centres. However in the most recent cases the health centres have not incorporated pharmacies within their buildings—a decision taken by local pharmacists, who are consulted at an early stage.

With a reduction in violence in the province, fewer pharmacies have suffered from damage by fire and bombing (but see below—Editor).

It was reported that the UCA Associates section had been dissolved due to lack of interest. Lack of activity in UCA branches was a worry to the president, Mr Tom Lee. The number of branches had been reduced from 18 to 10 in an effort to make them function more freely and the president and other executive committee members had attended meetings of some branches in an attempt to stimulate interest. The meetings which have been held had reasonable attendances and local problems were well-ventilated but there is still some apathy.

For the first time since 1973, an annual conference was held. Over 70 people attended but no decision has yet been taken on a 1979 conference.

Students put off pharmacy?

The demand for places at Strathclyde University in pharmacy had been lower than previously, it was reported at the meeting of the Executive of the Pharmaceutical Society's Scottish Department in October. The chairman, Dr Mary Dawson said that the acceptable standard of academic attainment for entry had been reduced. She considered that this may have been due to the publicity concerning pharmacy closures which may have raised doubts for prospective entrants about the desirability of pharmacy as a career. The demand for places at Heriot-Watt University had remained about the same but the first-year entry had been reduced from 55 to 50 as a result of University entrance policy.

The secretary, Dr Chilton, reported that no new collection and delivery schemes had been requested since the April meeting of the Executive. This, he said was a most unusual state of affairs. Over the past 12 months the number of pharmacies in Scotland had increased from 1,150 to 1,151 and only one rural pharmacy had closed down in this period. The Executive expressed satisfaction at this apparent stabilisation but said it would be necessary to wait for some time to see whether the lull was temporary.

It was reported that the administrator, primary care, for the Forth Valley area had asked the Executive's opinion on a proposed new scheme for the collection and delivery service at Menstrie. As there was no surgery at Menstrie, patients requiring repeat prescriptions had either to attend personally the doctors' surgeries or to post their repeat medication cards

to the doctors in order to obtain repeat prescriptions. To avoid these difficulties, it was proposed that patients should present at the collection point their repeat medication cards which would be forwarded to the appropriate doctor. The doctor would write the prescription and send it, along with the card, to the pharmacist who would in turn send the prescription card back to the patient along with the medicine. The Executive could see no objection to this proposal provided that in all cases a valid prescription was obtained by the pharmacist before the medicine was supplied.

Mr Burness, a member of the Executive, had written to the Executive drawing attention to the present unsatisfactory state of security for Controlled Drugs in pharmacies and quoting the opinion of the chief inspector of the Northern Constabulary that legislation which currently requires dangerous drugs to be stored in locked metal cabinets had led to an increased incidence of break-ins into pharmacy premises. The Executive agreed that there had been a large increase in thefts of Controlled Drugs since the implementation of the Regulations but were not sure that the two things were related; the increase in theft may have occurred anyway. It was noted that a chief constable has the authority to accept alternative means of storage of Controlled Drugs in pharmacies provided that these were considered by him to offer comparable or better security. The Executive agreed that the time was not yet right for an approach to the Home Office for repeal or amendment of the safe custody regulations.

Pharmacies bombed

Several Northern Ireland pharmacies were damaged in the recent spate of bomb attacks. In Dungannon the T. W. Reynolds premises in Scotch Street were almost destroyed although the pharmacist Mr R. Courtenay is carrying on dispensing in extreme difficulties. The shop front will have to be replaced—for the fifth time. Four other pharmacies suffered window damages. They were C. McCreagh, Scotch Street, D. Fox, Irish Street, O. P. Dolan, Irish Street, Stewart and Tappen, Church Street.

In Omagh, the Corner Pharmacy, of Mrs A. McDermott, High Street, was wrecked and may have to be demolished. Window damage was suffered at McAdam and Bates, High Street, T. D. Rutledge, High Street, Mrs C. Slevin, Market Street. In Castlederg, the pharmacy of Mr J. Johnson was unharmed but his cosmetic shop was badly damaged.

In the city of Londonderry all the pharmacies escaped unscathed and in Newry one pharmacy, D. McVeith, Hill Street, suffered minor window damage.

Register boost

There was a net gain at three pharmacies to the Register of Premises of the Pharmaceutical Society in October. In England 30 opened up including six in London and 22 closed down, one being in London. In Wales two closed down and in Scotland four closed down and one opened up.

Advice on preventing oxygen shortages

Two senior executives of British Oxygen Co have discussed with the National Pharmaceutical Association's General Purposes Committee ways in which pharmacists could help to overcome the perennial shortages of oxygen cylinders at Christmas and Easter.

The NPA's Board of Management decided at its meeting on October 24 to advise members to return any unwanted cylinders; to return all empty cylinders from the pharmacy and from patients during the first two weeks in December; that they would not be penalised after Christmas by having supplies restricted; BOC branches would be instructed to co-operate by arranging extra collections of empty cylinders at the beginning of December and doing whatever was necessary to fill them before Christmas. The BOC representative promised to answer a number of questions about delays with equipment repairs.

After considering correspondence with the Department of Prices and Consumer Protection, the NPA's new legislation sub-committee considered the possibility of making pictorial cautionary labels available to NPA members for use on such preparations as methylated spirit and mixtures of corrosive substances that were not subject to the Packaging and Labelling of Dangerous Substances Regulations. However, later regulations might provide for different labels and confusion could result. It was agreed to ask the Department to inform NPA as soon as draft regulations were made so that the earliest possible advice could be given to members. Meanwhile members' attention would be drawn to the availability of cautionary labels from the major label producers and if members had difficulty in obtaining them the Business Services Committee would be asked to investigate the possibility of NPA supply.

No objections are to be made to the Department of Health to the proposed Order banning phenacetin.

In response to a request from the Monopolies Commission it was decided to ask members of the Board to obtain three or four examples each of prices being charged by drug stores, supermarkets and chain stores which might indicate that they were being allowed a large discount by the manufacturer compared with the prices charged to the independent pharmacist.

Concern was expressed at reports predicting medicine bottle shortages during 1979. The office would make urgent inquiries into supply prospects for the coming year to see what more could be done to improve matters.

The exhibition organiser appointed by the Board was proceeding with preliminary arrangements for the NPA

weekend show on June 16-17, 1979, at St Albans City Hall. Over 40 of the Association's leading suppliers of equipment and services were being invited to participate in the event which was being linked with the official open-day of the new Mallinson House.

The results of an inquiry into the practical experiences of members with closed-circuit television were circulated. Out of a sample of 100 members who had installed CCTV following NPA recommendations, 90 per cent were very satisfied, 4 per cent were critical and the remaining 6 per cent undecided.

After considering additional informa-

tion from the Pharmaceutical Society about the need for a standard patient medication card the Committee asked the office to inquire further into the question of design before proceeding to the printing stage.

An analysis of theft claims considered by the directors of the Pharmacy Mutual Insurance Co at their October quarterly meeting indicated that the number of break-ins at members' pharmacies involving drugs was still running at over 400 a year. The figures for the Metropolitan Police district showed a sharp increase of over 25 per cent over 1977 whilst there was a 13 per cent reduction in other districts of the country.

The members of the Business Services Committee noted the success of the recent "Security and loss control" and "Stoma Care" seminars arranged for NPA members and agreed that the demand was such that further seminars should be arranged as soon as possible.

'More problems than benefits with patient registration'

Most of the National Pharmaceutical Association's Board of Management believe either that patient registration with pharmacies is undesirable or unnecessary or that the time is not yet ripe to pursue the idea.

The NPA has written to the Pharmaceutical Society giving its views on the interim report of the working party on the future of general practice pharmacy. An extract of the letter appears below: The arguments for patient registration are certainly forceful and we agree that there would be certain advantages for some patients. But the view of the Board is that these advantages have been exaggerated in appendix B and that the disadvantages, for both pharmacists and patients, would outweigh the benefits.

Patients who are chronically sick will, for the most part, tend to use the same pharmacy on each occasion they have a prescription dispensed. This will be the pharmacy nearest to the surgery or, in some cases, that nearest to the patient's home. They will also tend to buy their family remedies either from the same pharmacy or possibly from a non-pharmacy outlet with their other domestic shopping. The Board does not think there is any possibility, in the foreseeable future, of restricting the sale of all medicines to pharmacies and the purchase of OTC medicines elsewhere than at the pharmacy of registration would seriously undermine the value of enforced attendance at the same pharmacy.

All other patients (probably the majority) only see their doctor occasionally and will not therefore have formed a "pharmacy habit". Many will naturally gravitate towards the same pharmacy for the sake of convenience but others will sometimes find it more convenient to use a neighbourhood pharmacy at weekends and perhaps a city centre pharmacy during the week whilst they are at work.

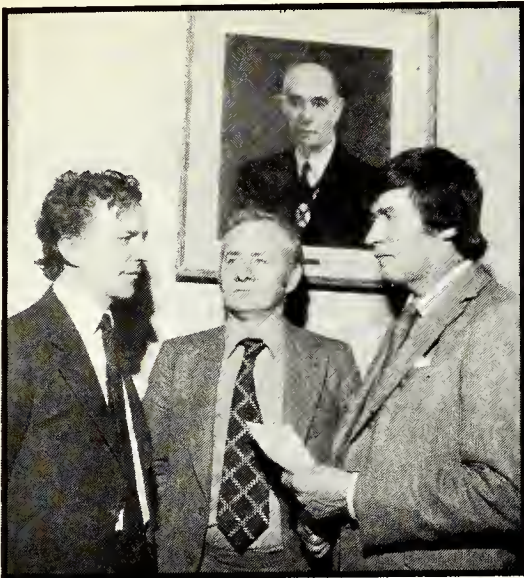
There will also be occasions when the pharmacy at which the patient is registered is busy, and the patient will prefer to take a prescription elsewhere rather than wait. These patients would experience considerable inconvenience on many occasions if they were unable to get their prescriptions dispensed except at the pharmacy where they were registered. The Board recognises that special arrangements could readily be made to cater for patients temporarily absent from home. But there are too many occasions where the patient will find it much more convenient to have complete freedom to choose a pharmacy for each prescription rather than once only when they move into a locality.

From a purely practical point of view, and at the risk of sounding defeatist, the Board sees no possibility of any Government agreeing to pass legislation necessary to introduce compulsory registration. The public comment following publication of the interim report was almost wholly unfavourable to the idea and we feel that such influences as Community Health Councils and consumer representative organisations would see compulsory registration as an unjustifiable infringement of their liberty.

Finally on compulsory registration, the Board is most concerned at the prospect of accusations of protectionism and monopoly being levelled at the profession. The steps that a pharmacist can take to increase the volume of his dispensing are undoubtedly limited but, equally undoubtedly, many pharmacists go out of their way to provide as prompt and efficient a service as possible to increase their "dispensary goodwill". Although the Board hesitates to say so, there would undoubtedly be those pharmacists who, having filled their registration list, would

Continued on p902

25 November 1978



A cheque for £100 for the benevolent fund of the Pharmaceutical Society of Ireland was presented by Mr R. K. O'Daly (left), managing director, Glaxo Ireland, to the society's treasurer Mr Sean Hillery (right) at the society's headquarters in Dublin. Also pictured (centre) is Michael Shannon, president of the Pharmaceutical Society of Ireland

TOPICAL REFLECTIONS

by Xrayser

Sweet nothing

I don't know what you make of the announcement that our PSNC has accepted the offer of an "independent panel" to assess contractor profit margins, etc, but it fills me with dismay. Has it agreed to a panel made up of three or four men, whose findings won't be binding on anyone, but which might, perchance, be taken into account by Mr Ennals when next he has to take a look at our payments? They must be joking. We must look a pathetic lot to wear this threadbare lincloth when what we need is a decent winter suit. To accept this after two years of fruitless merry go-rounding is a decision of weakness. Even to have been offered such a thing is a measure of the contempt in which we are held, for in the light of our recent history, the simplest innocent could not fail to see that it was designed to shut us up for five or six months more, during which time another 50 to 100 of us will go out of business quietly.

The issue of profit margin is not confused. We know, and can prove that is laughably inadequate. We have proved it, but if the DHSS won't listen now, what makes us think they will take any notice of any powerless panel some time in the future? What is wrong with our Pharmaceutical Services Negotiating Committee? Are they shy? Retiring? Timorous? That's it . . . just like the skinny youth on the beach before he took the Charles Atlas course of body building. It's time they took a course too—to build confidence, both their own and ours.

There are enough of us now, I think, who recognise that we have to get a better deal, and soon. Many of us have already had visits from the various wholesalers delicately mentioning that they would like a bigger slice of our "ethicals" business, and suggesting that we might expect something nice in return if we exceed a certain figure. But, "naturally you will have to bring your account down to 30 day's credit". If you have a sizeable turnover such a requirement will certainly make your cash flow hiccup; if it is small, it will tighten your belt. If we go along with this (and it is hard to see how we will be able to avoid it) we are going to have to find cash, perhaps borrowing on overdraft at the malevolent new Government rate of 15½ per cent, to get a return of 11 per cent. Now, while we may kid ourselves that we are going to get an extra 4-10 per cent extra discount by such dealing, under the terms of our present contract such discount will inevitably be clawed back, thus forcing those who have resisted so far to start hunting the elusive discount button. Worse still, it will mean that all wholesalers will soon have to demand 30 days settlements.

A commitment

Our greatest need is that our PSNC should have our confidence. They will never be able to act strongly unless they know they have our support; and they won't know if they have our support unless they ask for it. I cannot understand why we have not already been asked to fill in a questionnaire, headed, say: "If all contractors were virtually unanimous, would you agree to support any or all of the following plans for industrial action?" There should follow a list of at least 20 possible forms of action, to be ticked and signed. This is the kind of survey we should be conducting, rather than this piffling nonsense of asking Women's Institutes, and the like what they think our role should be! I know what my role is. I am a retail pharmacist, trying to make a decent living from retail pharmacy. I don't find it easy.

ing and supplying and from authorising the administration and supply of any Controlled Drug within the meaning of the Misuse of Drugs Act 1971.

□ Britain has signed a reciprocal health agreement with Hungary which will come into force in a few weeks. Under the agreement British visitors to Hungary will be able to get urgent medical treatment

free of charge. Similarly Hungarians visiting Britain will receive care under the NHS.

□ A printer's error resulted in wrong ingredients being given for Pavacol-D in the coughs and colds supplement (November 4, p780). The product contains papaverine hydrochloride 1 mg and pholcodine 5 mg.

IFSCC elections

The following members of the Society of Cosmetic Chemists of Great Britain have been elected to the 1978-79 Praesidium of the International Federation of Societies of Cosmetic Chemists: Dr Alan J. Tyler, of Max Factor, auditor; Mr Kenneth V. Curry, of Unilever Research, Isleworth, education secretary; Mr Ronald Clark, of Unilever Research, Isleworth, member of the advisory committee. The IFSCC has an Australian president for the first time; he is Mr Peter H. A. Strasser, Albright & Wilson (Australia) Ltd.

The Great Britain Society is to decide at a special meeting on December 7 whether its name should be changed to the Society of Cosmetic Scientists.

History society

The following officers of the British Society for the History of Pharmacy have been elected: president, Miss D. A. Hutton; vice-president, Mr A. Wright; secretaries, Dr W. E. Court, Dr T. D. Whittet; treasurer, Mr J. C. Bloomfield.

News in brief

□ Chemists and appliance suppliers in Northern Ireland dispensed, during August, 946,221 prescriptions (589,687 forms) at a gross cost of £2,365,949, representing a cost per prescription of £2.50.

□ The retail price index for October was 201.1 (January, 1974=100) representing an increase of 0.4 per cent on September (200.2) and of 7.8 per cent on October, 1977 (186.50).

□ The Home Secretary has suspended, with effect from October 27, 1978, a previous direction that John Owens MB, ChB, a doctor of All Saints Hospital, Lodge Road, Birmingham B18 5SD, be prohibited from possessing, prescribing, administering, manufacturing, compound-

COUNTERPOINTS

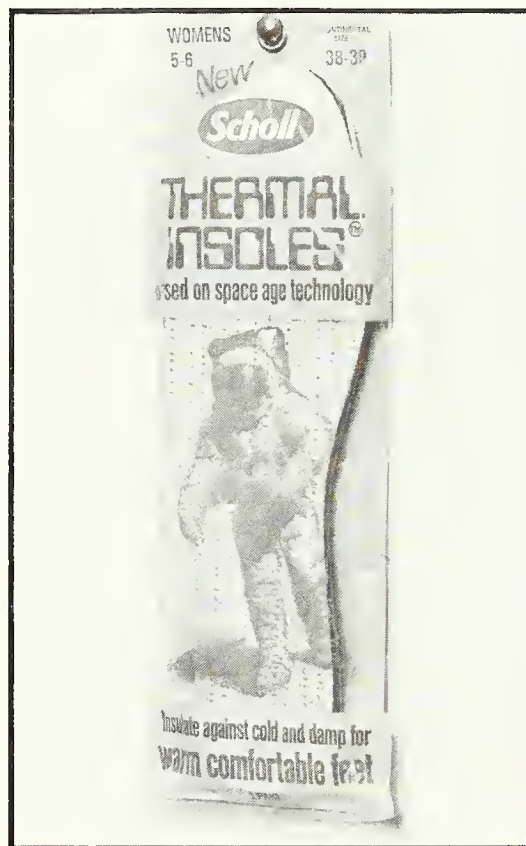
Scholl's thermal insoles on test market

Scholl (UK) Ltd are now test marketing thermal insoles in the Tyne Tees and Granada areas. The company is claiming to have introduced "a new concept into the UK cold-weather insole market". The thermal insoles, which are said to be a success in the USA, are a multi-layered product, including a layer of thermal insulations plus Astrolon V1, described as an aluminised film developed to combat extremes of temperature and used in the Apollo space programme.

The insoles are also said to be thin enough to fit into a fashion shoe and a foam layer and top covering of soft nylon tricot ensure cushioning comfort.

The "space-age" technology theme will be featured on the product pack and will be stressed in the television and Press advertising which will support the product during the cold weather season.

Thermal insoles (£0.95) are available in sizes 3-8 for women and 7-12 for men. It is anticipated that the product will be launched nationally for winter 1979. Scholl (UK) Ltd, 182 St John Street, London EC1.



Unichem's Christmas 'bargain buys'

With an eye to the Christmas trade, Unichem are offering over 30 nationally-advertised products to customers during December. The full list on offer between December 1-22 is as follows: Alka Seltzer and Alka mints (also draw for "free" 9 piece fruit drink sets), Angiers junior aspirin, Aspro Clear, Beechams powders, Beechams tablets and Beechams hot lemon, Crest, Cussons Imperial Leather bath foam and talc, Cuticura talc and children's bubbly foam bath, Duracell batteries, Elnett hairspray, Harmony hairspray, Head & Shoulders lotion, Ingram shaving cream, Kotex Brevia, K-Y Jelly, Libra, Loving Care hair colourants, Mac lozenges, Optrex eye drops, Rennie's (one souvenir automatic corkscrew "free of charge" with every eight cases of Rennie's ordered during December while stocks last), Venos, Vitalis, Vitapointe conditioner, Wella hairspray and Wella shampoo and Wella conditioner. Whistling Pops.

Procter & Gamble Ltd are offering a £2 refund to any retailer purchasing one dozen each of 150g and 300g sizes of Head & Shoulders lotion during this promotion. A claims form will be sent with the offer leaflets, for the retailer to complete and return direct to Procter & Gamble with proof of his purchase.

Unichem are also offering substantial discounts on a range of 14 products to shareholding members from December 1-12. The products include seven items from Unichem's own label brand. The complete list is as follows: Alberto Balsam shampoo and VO5 conditioner, Brut 33 splash-on lotion and talc, Kotex Soft 'n Sure, Nice 'n Easy colourants, Radox bath salts, Unichem baby pants, cleansing roll, pleated wool, disposable nappies, nappy liners, malt extract+cod liver oil and rubber gloves. Unichem Ltd, Crown House, Morden, Surrey.

Tudor promotions

Designed to increase dealers' turnover and profits during the traditional quiet period, Tudor's winter promotions are available and will continue until March 31, 1979. The post-a-photo, is being supplied free, on the reverse of all 110 and 135 prints until Christmas. Claimed to be exclusive to Tudor dealers in England and Wales, the service enables personal greetings to be sent through the post on the back of a print.

Other promotions include £1 off canvas prints, three for the price of two print-a-prints, two for the price of one Jumbo enlargements and enprint vouchers on Tudor flash. Leaflets are being inserted

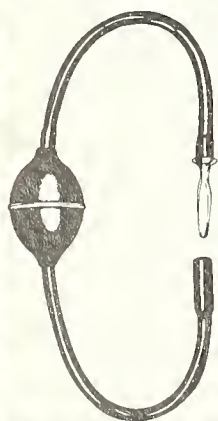
in all finished work, and showcards are available to all Tudor dealers. Tudor Photographic Group Ltd, 30 Oxgate Lane Industrial Estate, London.

Oral-B smile quiz

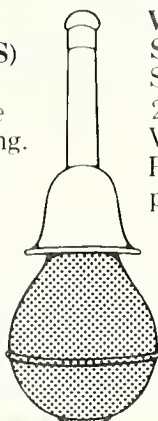
A "favourite smile", and answers to an oral hygiene quiz, are sought by Cooper Health Products Ltd in a new trade only competition. Entries are required by January 26.

There is a prize of a Polaroid Alpha Executive SX70 mark 2 camera, plus electronic flash and £50 of film. Marks & Spencer £25 vouchers await the 20 runners-up. Cooper Health Products, The Firs, Whitchurch, Aylesbury, Bucks.

Personal health sundries from Saffron



Higginson's ENEMA (NHS)
All-plastic with one-piece bulb and tubing. Rectal and vaginal pipes and shield. Rec.w/s price £1.72



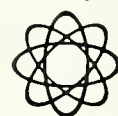
WHIRLING SPRAY
Standard pattern. 2-piece pipe and Vonda ring. Rec.w/s price £2.38

All goods supplied in 2-colour printed carton.

Saffron pattern BREAST RELIEVER (NHS)
New shape for greater comfort and ease of use. Gentle action PVC bulb. Rec.w/s price £1.36

Saffron pattern VAGINAL SYRINGE
One-piece pipe and Vonda ring. Easier to use. A quality product at a lower price. Rec.w/s price £1.52

Ask your usual wholesaler about the complete range of Saffron products.



Saffron
Specialised plastics
5 Rowlands Road Worthing
West Sussex BN11 3JJ
Telephone Worthing
(STD 0903) 34034

Braun increase shaver spend

Braun UK have increased their Christmas advertising and promotions budget by a further £100,000, taking their total spend over £1,000,000.

The extra money will be spent on extending their national 30 second television commercial campaign, starting on November 19, by a further week, making a total of four weeks. The budget will also be put towards increasing the intensity of the campaign during the whole period. Martin O'Neil from Braun comments, "business has been so good for Braun this Christmas that we decided to give our dealers extra support in generating even more consumer demand for Braun shavers." *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Sword squash

Britain's leading amateur players will be battling with the world's top professionals when Wilkinson Sword sponsor the British leg of the Pakistan International Airlines world series of squash at Wembley from November 26 to December 1. Jonny Leslie, Ian Robinson, Gawain Briars, Phil Kenyon, John Le Lievre and Peter Verow, all rated in the top ten in this country, fill six of the eight places for the qualifying round with amateur champion, Gamal Awad of Egypt, and British professional Bryan Patterson completing the list.

The event at Wembley draws the six tournament, £60,000 PIA world series to a close. The prospect of a world series event in London is said to have stimulated tremendous interest among squash enthusiasts and tickets for the six nights at Wembley have been selling fast. BBC Grandstand are covering the final on December 1 and at the same time will film a special Wilkinson Sword television challenge match between two of the world's leading professional women players, Sue Cogswell, the British No 1 and Lyle Hugienger of Australia. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks.*

Kandell expansion

Kandell Designs Ltd, the London based firm of candle manufacturers, have expanded their range of gift products, following major extension of their factory at Kilburn.

The main emphasis in their new product programme lies in the toiletry field. In partnership with the gift toiletry manufacturer, Gilchrist and Soames Ltd, Kandell have begun marketing an integrated range of gift toiletry items. The first of these are already in produc-

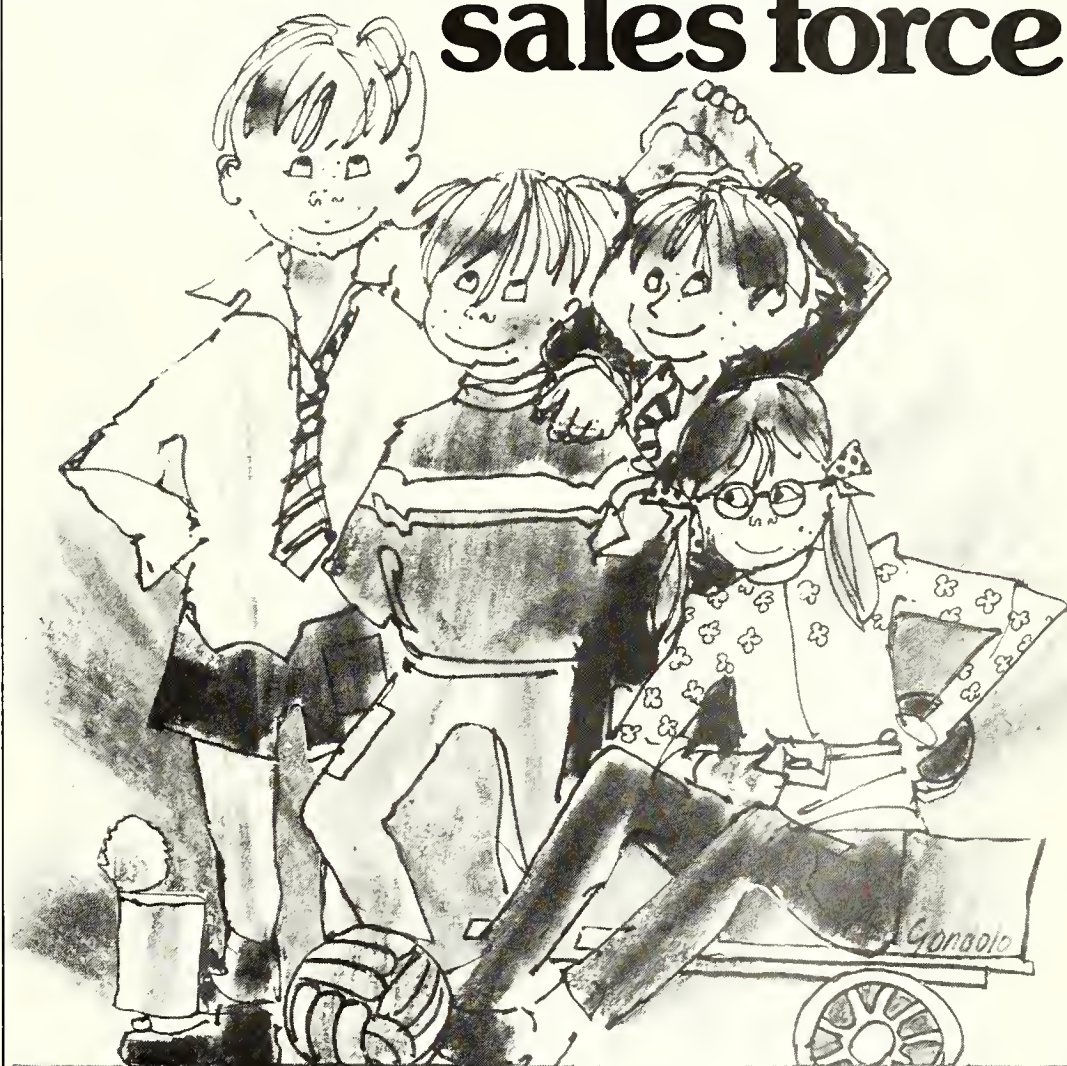
tion, with further items planned for introduction early in 1979. Amongst the new items which are now available from stock are: a range of floral scented pot pourri—currently available in oval and heart shaped tins the pot pourri will shortly be available in both glass jars and sachet form; a range of floral scented bath salts in six different fragrances each with its own design—in sachet form, complete with wooden display unit, in oval and heart shaped tins, again with a wooden display box, and, shortly available, in glass spice jars; a range of both guest and tablet soaps in floral scents,

packaged in both tin and carton forms. *Kandell Designs Ltd, 4D Lonsdale Road, Kilburn, London NW6 6RD.*

Skating sponsors

Parfums Roberre, the recently-established subsidiary of Elida Gibbs (C&D, October 21, p689) are sponsoring the British Figure Skating Championships to take place at Richmond ice rink on November 28-29. The championships will be shown on BBC television on December 1. *Parfums Roberre, 44 Portman Square, London W1A 1DY.*

The Cidal sales force



Cidal Soap for clean, healthy skins.

That's what we're telling
20 million mums this year, with
high-frequency magazine advertising.

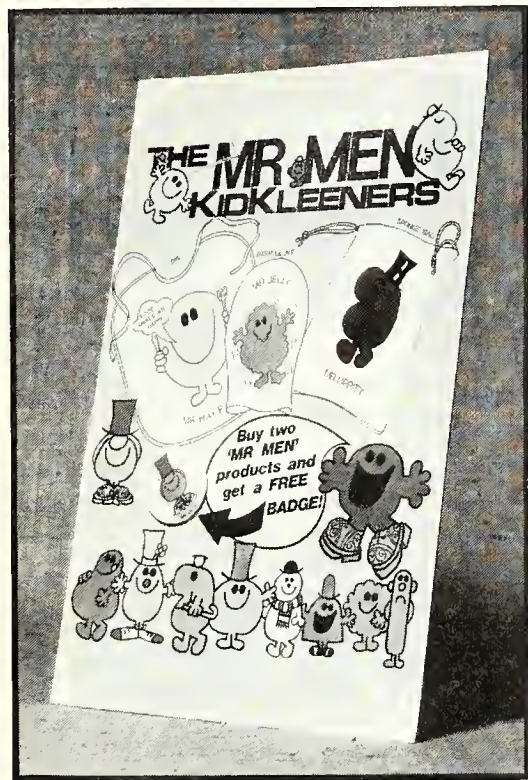
And how the Irgasan in Cidal is that much
more effective against bacteria.

The advertising's about to break.
So check your stocks of Cidal Soap now.

For clean healthy skins.

COUNTERPOINTS

New Mr Men Kid Kleeners



Colson & Kay have designed a colourful range of Kid Kleeners inspired by the Mr Men characters—created by Roger Hargreaves. Kid Kleeners, a follow up to the company's Mucky Pups range, comprise a matching bib, wash glove and sponge bag set, all featuring the Mr Men characters. They are all individually packed; bib (£0.75), wash glove (£0.89) and sponge bag (£1.25).

The company is currently selling in a promotional pack (£32.93) consisting of 18 of each product plus a free showcard and 27 Mr Men badges to be given away free with the purchase of any two Mr Men products. *Colson & Kay Ltd, 5 Edgeley Road Trading Estate, Stockport SK3 0XB.*

Goya fragrances repacked

Goya International have repackaged their four classic fragrance sprays; Piquant, Black Rose, Gardenia and Goya No 5. These fragrances are available as a perfume (£0.75), a fragrance spray (28g £1.05) and talc (£0.60).

Also available from the company for Christmas are duo packs of talc and hand lotion in each of the four fragrances (£1.10). *Goya International Ltd, 161 New Bond Street, London W1Y 0LN.*

Optique range for lens wearers

Contactic Sales Ltd have made available to chemists the Optique range of eye cosmetics specially developed for contact

lens and spectacle wearers. The Optique range consists of: mascara (£1.15), eye shadow (£0.98), eye liner (£1.10), moisturising cream (£1.65) and eye make-up remover (£1.55).

There is a basic introductory pack, consisting of display units, leaflets and 64 products (£45 trade). *Contactic Sales Ltd, Beeches Road, Farnham Common,*

NPA savings in December

During December consumers can make the following savings on selected NPA products: 2p off micromesh and run resist Ballito tights and 10p off Ballito support tights, 4p off Nusoft shampoos, hairsprays and deodorants and 5p off the Nusoft bubble baths, 3p off Nusoft hankies, 8p off Nusoft kitchen rolls and 2p off Sunpure fruit drinks except the large blackcurrant when the price off will be 3p.

Case bonuses are available in support of this promotion. *ICML, 51 Boreham Road, Warminster, Wilts.*

Mixing jug and test printer

A 1 litre photographic chemical mixing jug (£1.65) has been introduced by Paterson with calibration in imperial, metric and US scales. A ribbed handle is designed to allow a firm grip with wet hands.

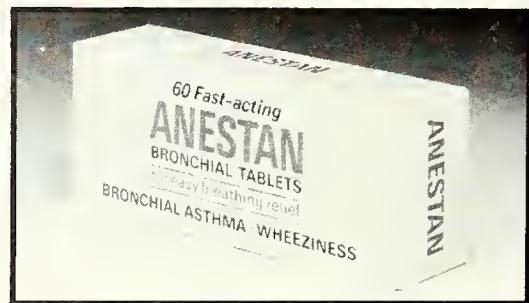
The Paterson test strip printer (£4.39) for colour and black-and-white, enables the exposure time in printing to be determined by closing shutters at regular intervals. A white reflective surface is incorporated for focussing. Tests 5ins long and up to 4ins wide can be used. *Paterson Products Ltd, 2 Boswell Court, London WC1N 3PS.*

Haemocult test for blood in faeces

Eaton Laboratories have entered the field of diagnostics with a modified guaiac occult blood test, Haemocult. This is an improved 30-second version of Hemocult, formerly available from Smith Kline Instruments UK and is based on a reaction between guaiac impregnated filter paper, developer solution containing hydrogen peroxide and altered blood in faeces. The patient pack comprises 50 x 3 test envelopes (£39.75 trade) and the laboratory pack is 50 x 1 envelopes (£13.25). *Eaton Laboratories, Regent House, The Broadway, Woking, Surrey.*

Anestan packed as 60 tablets

Crookes Anestan Ltd are introducing a 60s size Anestan pack (£0.97) which will replace the 64 tablet pack. The new carton is slimmer and has been designed, says the company, to be more convenient for carrying around in the pocket or handbag. The tablets will be blistered in units of 12s (instead of 8s). *Crookes Anestan Ltd, Thane Road West, Nottingham NG2 3AA.*



Price-marked pack for Airwick solid

Airwick solid, whose sales in a rapidly expanding market are said to have increased significantly since Beecham took over the selling responsibility earlier this year, is to receive an extra sales boost with a price-marked pack offer. Packs will be flashed at 36p (rsp £0.52.) *Distributors: Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

Adsorbent added

Beecham Animal Health have introduced Penbritin oral multidoser with adsorbent primarily for the treatment of diarrhoea in piglets and lambs where toxins play a major and harmful role. The adsorbent is activated attapulgit and this preparation replaces the existing Penbritin oral multidoser. It is available in packs of 100 x 50mg (£5.16 trade; £8.35 retail). *Beecham Animal Health, Manor Royal, Crawley, West Sussex.*

Shown below is the display outer for Hartnell's In Love range for Valentine's Day and Mother's Day. The outer contains 12 units of handbag perfume (£0.99) and the headboard is reversible so that it can be used for either occasion (Thomas Christy Ltd, North Lane, Aldershot, Hants).



Sionon relaunched before extension of range

As *C&D* predicted in the Diabetes supplement (April 22, p634), Bayer are relaunching their Sionon sugar-free sweetener to pharmacies and health food shops. The relaunch of this product, previously called Sionon Sweet as Sugar, is a prelude to the company introducing a new range of diabetic foods.

Sionon has been repackaged and is now available in two sizes 490g (£1.18) and 195g (£0.62). The relaunch is being supported by a high level of "below-the-line" promotional activity, with new point-of-sale material, an introductory leaflet and extensive sampling, as well as advertising in specialist health journals.

Ian Black, marketing manager of Bayer UK Ltd's consumer products group, says that an extensive Sionon range, including jams, confectionery and biscuits, will be ready for launch during 1979. It is the company's contention that their plans mean that "for the first time



stockists will have a comprehensive range of diabetic foods under one brand name and from one source". *Bayer UK Ltd, Haywards Heath, West Sussex.*

Sally Hansen Xmas offers

Sally Hansen are offering 10p off Supershine for the Christmas period (rsp £0.75—special offer £0.65). The product cards will be flashed with a sticker and arrow crownners will be attached to the headers of the stands.

Sally Hansen Supershine was launched in 1977 and is a shiny top coat for nails. *Sally Hansen Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU.*

Chanel No 5 after bath spray

Chanel have added an after bath spray to their No 5 range (£6.50). It is packaged in a slim white and gold container which is said to be unbreakable and spillproof. The product is described as a perfumed, emollient skin softening spray. *Chanel Ltd, Croydon.*

Outdoor Girl news and promotions

Two consumer offers are currently available from Outdoor Girl Cosmetics. A double size of Total Finish foundation for £0.60 will be available in four shades—fair, peach, beige and bronze. The tubes will contain 76g instead of the usual 38g which would sell for £0.49. The company is also offering consumers 10p off its ten most popular shades of nail polish.

Also available are two new eyeshadow duos (£0.69)—Moonshadows; silver pearl

with toning silver blue and Goldspinners; golden pearl with golden brown. Two new pearly shadow sticks (£0.30) in silver blue and golden brown, two new lipsticks (£0.48) in silver rose and golden plum and two new shades of nail polish (£0.42) in silver and gold. *Outdoor Girl Cosmetics, Surbiton, Surrey.*

Meyer & Myer beauty sponges

An analysis of trade and consumer preferences through the past year has been made by Meyer & Myer, and they say that they have rationalised their range of bath and beauty sponges to include only the proven fastest-selling colours, shapes and sizes. The new dark and bright colours introduced by the company last year are now well established they say, but there is also a firm continued demand among conservatively-minded buyers for the old pastel shades. *Meyer & Myer Marketing Ltd, North Street, Horsham RH12 1RG.*

Morgan's expansion

Morgan's Pomade Co Ltd have appointed Pharmagen Ltd, Runcorn, Cheshire, as their UK distributors. The company believes this will leave them more time to concentrate on areas of the world where Morgan's preparations are not available. Morgan's are already represented by agents in 80 markets throughout the world and hope to achieve representation in many others in the near future. *Morgan's Pomade Co Ltd, Colewood Road Industrial Estate, Swalecliffe, Whitstable, Kent CT5 2RT.*

Bodykin backing from Bayer

Bayer UK Ltd's consumer products group is backing its entry into the bath additives market with a three month £50,000 magazine campaign for the Bodykin range of foam baths. The campaign features whole page, full-colour insertions in *Cosmopolitan*, *Vogue*, *Woman's Journal*, *Woman's World*, *Good Housekeeping*, *Annabel*, *Woman*, *Family Circle* and *Reader's Digest*. *Bayer UK Ltd, Consumer Products Group, Burrell Road, Haywards Heath, West Sussex.*

Vestric offers

Vestric offers for December are:—Optrex Eye Dew, Optrex eye drops; Chapstick; Bambi Overnight; Palmolive Rapid Shave; Alka Seltzer, Alka mints; Beecham's powders, Beecham's powders tablets, Beecham's hot lemon; Venos original, Venos honey/lemon; Mac medicated lozenges, Mac honey/lemon lozenges; K-Y Jelly; Angiers junior aspirin; Vitalis hair dressing; Pharmaton capsules; Cusson's aftershave, Cusson's men's talc., Cusson's liquid brilliantine, Cusson's shaving stick refill; Famel syrup, Famel pastilles, children's linctus, honey/lemon; Ingram's brushless and lather; Anadin tablets; Pond's cold cream, dry skin, lemon cold cream, vanishing cream, light moisturiser; Elnett Satin hairspray; Elseve shampoo; Kleenex Boutique, Super 3; Colgate Dental; Brut 33 aftershave; Libra and Earth Born. *Vestric Ltd, Chapel Street, Runcorn, Cheshire.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Alberto Balsam: All areas

Anadin: All except U, E

Alka Seltzer: All except M

Askit powders: Sc

Beecham's hot lemon: All except E

Blue Stratos: All areas

Braun: All except E, CI

Clearasil lotion: M, Lc, Y, Sc, NE, U, B, G

Clairol Hot Rod: All areas

Close & Easy: Ln, M, Lc, Y, NE

Fabergé 20: 21: Ln

Fenjal: Ln, So, WW

Head & Shoulders: All except B, G, E

Ladyshave: All areas

Mac lozenges: M, WW, So, A, We

Mandate: Ln

Mentho Lyptus: All except U, E

Night Nurse: All except E

Oil of Ulay: All except E, CI

Old Spice: All areas

Philishave: All areas

Sparklets: All except U, B, Sc, G

Sucrets: Sc

The Searcher Smile



...is spreading

For the first time ever, a Sensodyne toothbrush will be promoted to millions of potential new customers in a nationwide consumer advertising campaign, with over 32 million cumulative consumer impacts.

Maximum impact

We're putting our money where our mouth is. Campaign breaks in October with full-colour, attention-getting, large-space ads. in high-readership women's magazines with a budget that's as high as any in this field.



80% of Britain's young housewives

The Sensodyne Searcher will be seen by millions of readers of the Sunday Times Magazine, Woman, Woman and Home, She, and Living, for starters. And 80% of all young ABC₁C₂ housewives in Britain will

have the opportunity to see our advertisements at high frequency.

Remember!

Stock-up with Sensodyne toothbrushes now. Then you can keep smiling when the rush begins.

Sensodyne Searcher



Remedies for indigestion

Part 2—Marketing aspects

The physiology of digestion and an evaluation of products used in the correction of ailments associated with it were reviewed last week (p856). This concluding part discusses the marketing aspects.

The size of the indigestion remedies market is confused because the term may include the "upset stomach preparations"—Andrews Liver Salts, Eno, Alka Seltzer, etc, or mainly refer to the tablets sector alone. The combined market is estimated at around £18 million per year but estimates of the two sub-sectors vary around £8.5m to £9m each. Liquids such as Milk of Magnesia are usually classified in the "upset" category. According to Beecham, approximately half of the tablet preparations are sold through chemists, although Nicholas suggest the share could be as high as 70 per cent.

Static volume

The tablets market seems fairly static in volume although it has increased over the past year by 14 per cent in sterling and 16 per cent within the chemists sector, according to Beecham. A Euro-monitor report on the 1978 UK health

markets suggests that the combined groups have shown an average annual growth of 26.5 per cent.

From the household survey figures in a Euromonitor report, it seems that one in five adults suffer regularly from indigestion, with little difference between the sexes' proneness. Indigestion appears to attract the highest rate of self treatment—85 per cent claimed to do so. Among the social groups indigestion appears mainly in the C2-DE classes and the older-aged. During the survey period just under half of households stocked a remedy, mainly bought by the housewife.

Regionally the Midlands and East Anglia households were more likely to have a remedy in stock (55 per cent) while London and South east, and Scotland were least likely (44 per cent). Regional analysis of brands in the house suggested Rennie from Nicholas was the most likely stocked brand in all areas

followed by Milk of Magnesia (Sterling Health) and Setlers (Beecham). However, "others" as a group were the second choice in Scotland and the Midlands and first choice in London, Southeast, Southwest and Wales.

Major brands

From manufacturers' claims, major brands within the tablets market are Rennie, with 28 per cent, and Setlers and Milk of Magnesia with about 15 per cent although Beecham claim to have the edge following the reformulation of Setlers and declining promotion of Milk of Magnesia. Within the "upset" sector, Sterling dominates with Andrews at around 42 per cent and Milk of Magnesia liquid at 16 per cent. Alka Seltzer from Miles has a 30 per cent share.

Advertising expenditure on Rennie and Setlers has been approximately £400,000 a year while £321,000 is spent on Alka Seltzer. According to Euro-monitor the total spending on indigestion remedies (combined) markets was £1.48m in 1977 from £1.1m in 1976.

Counter prescribing guide from Concept

Concept Pharmaceuticals Ltd have produced a counter prescribing guide designed to help pharmacists review their practices and record them. The guide has four columns—condition (for example, flatulence); recommend (product); size and presentation, notes on warnings and interactions. The product recommendation column is filled with concept preparations where applicable but other lines are left blank.

Concept also say they are directing efforts towards the counter-prescribing opportunities of their range and have a discount parcel scheme offering an extra 10 per cent off a £50 order and 15 per cent off £100. A 100ml pack of Siloxyl suspension has been introduced at £0.65. *Concept Pharmaceuticals Ltd, 59 High Street, Rickmansworth, Herts WD3 2DA.*

Baritop removed from GSL

The Department of Health has removed Baritop effervescent tablets from the General Sales List and made them Pharmacy Only, say Concept Pharmaceuticals Ltd. *Concept Pharmaceuticals Ltd, 59 High Street, Rickmansworth, Herts WD3 2DA.*



Aludrox price

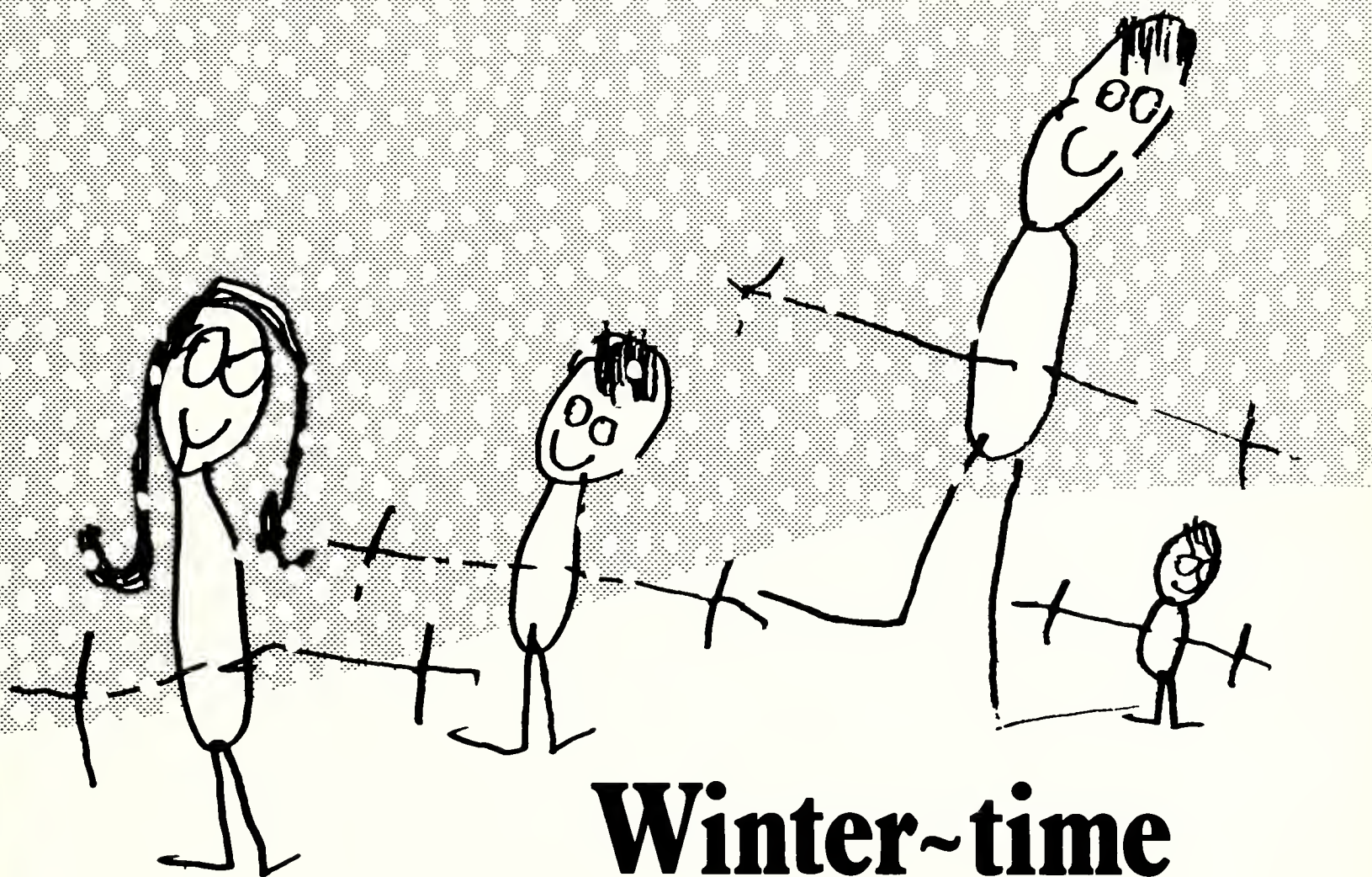
Wyeth wish to point out to pharmacists that Aludrox costs less than the Drug Tariff price for aluminium hydroxide gel. *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks.*

More Indi-go

Lofthouse say that their Indi-go tablets have only been marketed on a small scale until recently due to production problems. However the difficulties have been overcome and all requirements can be met. Press advertising has been booked for an indefinite period. *Lofthouse of Fleetwood Ltd, Copse Road Industrial Estate, Copse Road, Fleetwood, Lancs.*



Sterling Health have produced a new chemist-only festive basket counter unit designed to hold six 100ml Milk of Magnesia liquid, four Milk of Magnesia 30's tablets, six 4oz Andrews Liver Salt and three Hedex Seltzer sachets. The company will also be running a new consumer offer of a "living well" health book and an on-pack offer of a unisex bathrobe during the new year. *Sterling Health, St Marks Hill, Surbiton, Surrey KT6 4PH.*



Winter~time is "P.E." time!

When boys and girls come out to play – in all weathers – it's time to stock the proper kit. Time for 'Phenergan'* elixir, complete junior "survival pack", paediatric remedy par excellence!

With its broad range of actions, versatile "P.E." can be a real help in so many

children's winter complaints, both seasonal and everyday.

That's why, right now, doctors are prescribing it, mothers buying it – and pharmacists wisely re-ordering it. Now's the time to profit from especially high demand – and stocks to match.

in youngsters' seasonal respiratory conditions:

- dries streaming eyes and nose
- eases "sneeziness"
- makes breathing "comfier"
- promotes calm and sleep

in many other, year-round ailments of little ones:

- relieves itching
- controls nausea and vomiting
- allays irritability and restlessness e.g. in crying, "teething" infants

~it's child's play when 'PHENERGAN' elixir gets to work...

'Phenergan' elixir promethazine hydrochloride PL 0012/5025

supplied in bottles of 125 ml

*trade mark



M&B May & Baker

A member of
the Rhône-Poulenc
Group of Companies 

further information is available from May & Baker Ltd
Dagenham Essex RM10 7XS

MA 6344

The ChapStick salesmen of the year.



The Bagpipe specialist.



The Tin Whistle blower.



The Trumpet serenader.



The Harmonica expert.

All stars of our Chap Stick commercials.
Which all together helped to make last winter
the best ever for the sales of Chap Stick.

In each of the last three years Chap Stick
sterling sales have grown by at least 50%; and last
winter they increased by a cracking 75% making
Chap Stick easily the fastest growing brand in
the market.

This winter, to ensure that the upward trend
continues, we are mounting our biggest ever radio
campaign on strategic stations across the country.

Our other key salesmen are the Chap Stick
range of pre-packed display units. Their colourful
new crownners are designed to emphasise the family
use of Chap Stick and make sure you sell more
before you sell out.

With all this going for it; it's no wonder that
Chap Stick is the world's largest selling lip balm.

A. H. Robins Company Ltd.,
(Consumer Products Division),
14-15 Conduit Street, London W1R 9TG.



Chap Stick™

**The world's largest selling
lip balm.**

Relieves and protects weatherbeaten lips.

David against the Goliaths:

One way to beat the superstores



Left—the exterior of the pharmacy with its unusual graphics and bottle-shaped letters in blackcurrant and pink. Right—the same colour scheme carried through in the interior with a blackcurrant, pink and blue carpet. Canopied wall-display units break up the sales area. The open dispensing area can be seen at the rear of the shop

Can independent pharmacists take on a superstore—and succeed? Most independents would probably prefer to keep the supermarket giants at a safe distance, but a few have taken the opposite view, predicting that once the store has attracted customers into the area it should be possible to find a formula that will bring them into a neighbouring pharmacy. Such was the decision of Mr Jim Bannerman, a former president of the Pharmaceutical Society, who recently set up a new pharmacy in the shadow of one of the largest and most modern superstores. Mr Bannerman's shop—one of eight under the name of A. G. Bannerman Ltd which he operates with his father and brother on Glasgow's west side—is one of three units that project from the Bearsden Shopping Centre, a large enclosed shopping mall in one of the top residential areas just beyond the city limits.

Dominated by a Finefare superstore, the mall is designed chiefly for the car-borne shopper—thus comparatively few pedestrians pass the pharmacy to get into the mall and most of the shoppers enter from the car park on the other side. Yet his position "out on a limb" has left Mr Bannerman undaunted. His custom is steadily increasing, in spite of the facts that the shops on either side of his are still not operational; that most shoppers from the mall have to go out of their way to come to it, and that the superstore prices of run-of-the-mill toiletries, cosmetics, baby foods and other standard chemist's items are lower than he can match—or in some cases even buy the products in at.

How is this pharmaceutical "David" managing to withstand so successfully the

superstore "Goliath"? Certain elements stand out, all in strong contrast to the style and atmosphere of the shopping centre. One of the main planks of customer appeal is the appearance of the pharmacy itself. Much thought has gone into the design, decor and furnishing of the premises, all carried out by retail consultants and shopfitters, Dollar Rae. The exterior is immediately distinctive and inviting, with unusual graphics and bottle-shaped letters, and an attractive colour scheme—blackcurrant and pink.

Colour scheme through shop

The same basic colours are carried through in the interior of the 1,000 sq ft shop, which is easily visible from the outside. The long rectangular sales area has been broken up by Dollar System canopied wall-display units into mini-departments, each presenting a distinct merchandise group, mainly on a self-selection basis. These divisions are underlined by subtle changes in wall colouring to fit the "mood" of the product—blackcurrant and pink for perfumes, blue and white for medical products, all-white for baby and health foods, blackcurrant and white for men's toiletries. The deep-pile carpet, which extends throughout the shop, has a hound's tooth pattern combining blackcurrant, pink and blue. The relaxed, exclusive atmosphere of the shop which all this generates is underlined by the perfumery located near the entrance. The aim has been to arouse a feeling of luxury and comfort together with an upmarket appeal and the promise of high personal, unhurried service. The personal touch is reinforced at the rear of the shop where the dispensary has a wide, open-style counter and dispensing

activities are in full view of the customer-patient.

The shop's upmarket image, relaxed and inviting atmosphere, and highly personalised approach are in marked contrast to the mall with its superstore and satellite retailers—here the shopper walks on hard composition flooring amid pressing crowds, shopping trolleys, the serried ranks of merchandise—all overlaid by the constant sound of piped pop music. But while Mr Bannerman has capitalised on his strengths he also realises that he cannot totally remove merchandise which is uncompetitive with that of the superstore. He has replaced some cheaper lines with higher quality, higher priced items—for example, in baby foods—but finds he has to create a "bridge" between the most upmarket perfumes and cosmetics by stocking a middle-price layer, some of which the superstore may also stock. "Without this overlap I think I would lose many of my customers from the shopping centre," he says. "It's part of the price of attracting them in here."

A major benefit of the centre is that the pharmacy is tapping custom from a wider catchment area than would have been possible on its own. So, besides the immediate local custom (much of it generated by the neighbouring surgery) there are increasing numbers coming from as far as 10 and 15 miles away. And what could have been a fatal head-on conflict between the small retailer and the large shopping centre has become a happy combination of strong contrasts. Mr Bannerman's enterprise is already paying off, and is likely to blossom even more as the centre matures and the adjacent shops—one of them a bank branch—go into operation.



They won't last five minutes at Christmas

Imperial Leather products go quickly at any time of year. But with all-new Shower Foam, and new Christmas packs for Bathing Foam and After Shave, plus a completely new pack for Family Talc, they won't stay on your shelves for five minutes at gift time.

What's more, with Bathing Foam as brand leader last Christmas, and the other three products right behind it, you're in for a very happy Christmas.

The 300 year tale of a Kent pharmacy

by Frank Haley, MPS

History and commerce seem to be against the survival of the pharmacy. So it is a rare pleasure to study one which has stood in Faversham's Market Place for several centuries. It looks old, beautifully old, and has been described previously as going back almost 200 years. In fact, copies of old documents show it has been rather longer.

In 1641, George Mourtou made his will, including his fine house "on the west side of Court Street, Faversham, Kent." Now known as number 6 Market Place, his house included brewhouses, malthouses, various rooms up and down, a fine hall, and a place at the front where a "chymist" held sway.

Presumably he was there for a period before 1641, and as the whole building, now owned by John Kerr, MPS, shows clear evidence of being built between the 13th and 15th centuries, perhaps a pharmacy existed there too. Certainly a "barber-chirurgion" operated alongside the chymist in the days of King Charles I. Those days were numbered and even shorter, as a monarch, were the days of his second son, James II. Escaping from it all, his boat beached on Sheppey Island, and he was brought back to stay a while in the Market Place, Faversham.

No record of any items supplied from No 6 to James exists, but there is a different sort of "leif motif" running through the centuries. George Mourtou's will was signed, quite elaborately, by Henrius Jenkin, the registrar. About 250 years later, Evan Jenkins had bought Ye Anciente Pharmacie, to quote one of his newspaper advertisements. A mere 336 years later, J. D. Jenkin leased the pharmacy only, from John Kerr.

Apart from the electronic tablet counter introduced in recent years the place has not been altered. It is under a preservation order—most of central Faversham is preserved, with the exception of myself. The longevity and familial theme is supported quite well at Ye Ancient Pharmacie. Evan Jenkins began in 1887, continued for years, became mayor twice, and his nephew Thomas Thomas worked with him.

The reign of the Clauses

But this longish stretch pales into insignificance beside the reign of the Clause family. An old directory lists Thomas Clause as apothecary and surgeon at number 6 in 1784, indicating that he was in practice before that. In checking details, I was interested to hear it said that his name lacked the final "e", making it the same as my kindly Belgian uncle.

The Claus people seem to have come from the continent originally, but as to

the spelling of the name, I would accept Clause for a fairly convincing reason. When Nelson and Napoleon were prominent in public life, Thomas was called up to serve as surgeon on the sloop, Bonetta. Knowing the uncertainty of that kind of public life, Thomas wrote his will out on the first day of the first month of 1807. A thorough piece of work too as one would expect, and detailed. His name appeared several times, and those of his five children.

Evidence in the churchyard

Some rather solid evidence may also be found in a local churchyard, two headstones under which were buried five Clauses, one Henry Hawkins MD, and a relative of Mary. And they all lived, the Clauses at least, in the building around the pharmacy. From the will, it is evident that they worked in the pharmacy and if they wished to leave then they would forfeit part of their inheritance. One son, Samuel, did not make old bones, dying at 31. He too was a surgeon.

Looking round the old wooden beams, the Queen Anne fittings behind the counter in the front shop, it is interesting to imagine Thomas, his sons Samuel, Thomas and Frederick, daughters Mary and Thezia, all working there. Thomas senior died in 1820, his son Thomas in 1858. His son left a fascinating inventory of clothing, furniture and many other items, valued at £117 9s 6d by Henry Stidolph, auctioneer, Faversham.

Little of the foregoing appears in any local book or collection of papers, most of which relate to charities bestowed by gentry or business men of the 17th century. I was particularly keen to find the beginnings and end of the Clause family, and gathered that if considerable amounts of "baksheesh" fell into the palms of certain otherwise austere-sounding bodies, I might be permitted to search for scraps for several more months, possibly years.

Instead, I contacted the good old Navy, in several sections, and found that the first Thomas Clause was examined by the Royal College of Surgeons in 1779, or rather, by the previous body, the Corporation of Surgeons. They were quite satisfied with him, pronouncing him first mate, first rate. He joined the glorious band of warrant officers. In 1783 he was on the medical register for Faversham. By 1797 he received his first warrant as a naval surgeon, according to Steel's Naval List.

Simultaneously he was building up his business at Faversham, and several notes from the Navy Office show he had bills of £100 paid for him in respect of the

pharmacy and premises, which he was buying. Anthony Swaine, architect and seasoned advisor on the old buildings of Faversham, described this property as a splendid example of mid-15th century timber framed house, with an early 19th century facade of the first quality. The facade, I presume, was added by the Clause family. Mr Swaine adds that internally the roofs are supported upon crown posts, and the upper floors are cantilevered. The building was extensively restored between 1967 and 1969.

Apart from the shop's front door, there is on the left a stone Gothic doorway and the original oak door. Pharmacists now queueing up to work there open this massive door at, say, 8.55 am, walk down a long, wooden floored corridor to a rather newer door on the right near the end and enter the dispensary. Or, a really delightful feature, open the end door and are in the Plantagenet courtyard. This is a show place on the town's open day during July.

The Clauses lived around and worked in the pharmacy for over 100 years. When Thomas the second died, Samuel Rushbrook Clause assumed the reins. He was admitted to the Pharmaceutical Society Register in 1868, since he had been "in the business before the 1868 Pharmacy Act." The Society's former assistant librarian, Miss D. Jones, noted that his name was erased from the 1895 Register, no reason given and no obituary notice.

Samuel must have been grandson to the first Thomas. My eagle-eyed wife spotted an advertisement in an old newspaper extolling the glories of his preparations. This panegyric came from his successor, Evan Jenkins, happy to sell medicines put forward by a man who was "40 years in the business," which places Samuel as starting there around 1847, finishing 1887. But what happened to him? So far, no clues, and no headstones in churchyards.

Repeating Thomas

Another recurrent feature is the name Thomas, in the story of this persistent pharmacy. Thomas Joseph Thomas retired in 1950, selling to Thomas Benson Follows. With his wife, Tom Follows set to work on their own ideas in pharmacy and incidentally cleared out relics of bygone days, including various false eyes and false teeth, since dental and optical work had been adjuncts to business.

But back in 1963 a note was made at Canterbury Cathedral library "On the tenth day of April 1693 there appeared formally Thomas Combes of Faversham, apothecary, aged 22 years, and allegeth that he intendeth to marry with Ann Wishnor of Cranbrook, spinster, about 22 years". Certainty about Tom's age, an ungallant doubt about Ann's! A romantic note on which to conclude this story of a romantic pharmacy.

□ Less romantic, but a necessary footnote, is yet another ownership switch. On October 31, Kingswood Chemists Ltd took over J. D. Jenkin Ltd, adding a further notch to the Faversham pharmacy escutcheon.



Your customers are about to be saturated with our moisturiser.

From the start of 1979, new Pears Moisturising Lotion will be appearing on TV sets the length and breadth of Britain.

Backed by nearly **£3/4 million** it's the biggest-ever TV launch for a single skin care product.

So before your customers are saturated with our advertising, you'd better make sure your shelves are saturated with our moisturiser.

Elida Gibbs. The brands that mean business.



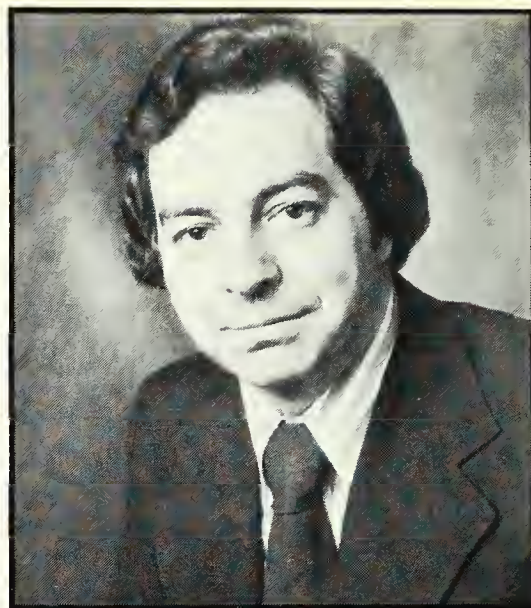
Effective strategies in retail pharmacy

by Ernest Brown, senior product manager, Miles Laboratories Ltd

These are changing times for retail pharmacy. From my conversations with pharmacists, it is quite clear that many of them are seeking to improve the performance of their pharmacies, particularly in the OTC business, in order to support their dispensary service and to maintain their unique position of service within the local community.

With many feeling such a strong need for a fundamental review of current trading activities, and clearly a need to define new product lines and market opportunities, some independent and authoritative advice and guidance could be of timely significance, especially when one considers the questions raised in a business review.

To assist pharmacists in this business review and the development of new strategies, the consumer product division of Miles Laboratories Ltd has sponsored the development of an evening seminar by the Institute of Marketing entitled "Effective Business Strategies in Retail Pharmacy." A seminar manual which incorporates many practical check-lists is issued to everyone attending the seminar in order to make the business review specific to each pharmacy. It is planned to hold seminars throughout the United Kingdom during 1978-79 in every major conurbation area and invitations will be sent to the retail pharmacists in each area. We have already held 11 seminars



Mr Brown

and the degree of interest has been very encouraging, with an average of 80 pharmacists at each.

Current trading: Some obvious areas for review are stock turn, stock/display priorities, stock rationalisation, store layout, stock position and merchandising allocation pricing policies, changing locality conditions and effect upon business, sales promotion policies.

New trading opportunities: This is the area of retail pharmacy which has probably been most reviewed. The problem being selection of the lines of manufacture that are right for the individual pharmacy and its locality. Some of the aspects concerned include assessment of new lines/ranges to store/locality, selection of new brands, attraction of new customers, attraction of existing customers more frequently, selection of merchandising to increase local appeal, improve utilisation of premises, wider range of services which could be offered, customer segmentation into groups to identify needs. All these items are easily stated but their assessment and implementation could prove difficult.

Financial: How to achieve the sales plan? How should the buying be planned? Critical areas of the business, but it could be a daunting prospect if one does not have a financial background. Knowing the trading position for last year and the previous month's trading is all very well, but the financial position of the pharmacy is of prime importance. Knowing what has happened is of limited value if that knowledge cannot be related to the future needs of the business. If the financial needs have not been planned properly, how can performance and viability be assessed? We all know of businesses that were basically sound but ran out of money for a critical period in their trading. Some financial plans should be generated. A cash flow statement and a sales plan to measure performance. Contribution of new lines and policies against expectation.

Staff: Staff training, although time consuming, is important and a planned programme is essential. For staff to make their full contribution, training and development is important especially for new products and presenting further services



EAREX for EARWAX

Over the counter, over the years, millions* of customers have appreciated the pharmacist's advice.

Earex for earwax problems.

Who better than the pharmacist to advise customers to use a little Earex to prevent earwax problems. And benefit from the continual support of a relieved customer.

**Over the last 2 years 2,500,000 bottles of Earex have been bought through retail pharmacies.*



EAREX gentle eardrops

The brand leader for earwax relief.

QUIET PLEASE! Don't forget to stock **EAREX EAR PLUGS** (Dust and Noise Protectors). Special 12 for 10 offer expires November 30th, 1978. Attractive display card from Ernest Jackson & Co. Ltd., Crediton, Devon. EX17 3AP.

and associated sales to the customers. Primary needs here are sources of information, presentation skills, types of training methods. The high quality of staff in retail pharmacy is often overlooked; many would be interested in gaining new product knowledge and training in new product ranges so that lines can be presented authoritatively and with greater confidence to customers.

Now these headings and listed points are no more than guidelines—there are many other considerations. But, by delving no deeper than this we can see that the pharmacist, despite time, space, staff and cash limitations, will need a professional approach and a wide range of understanding to carry out a meaningful review of his business. Yet often the opportunity to develop retailing and business skills has been, essentially, secondary to the pharmacy skills.

Retail pharmacists have assets which are unique and valuable. We look at the assets of the independent retail pharmacist in depth to enable him to capitalise on his individuality. Pharmacists attending the first seminars have expressed their interest in the seminar and expectation that they will benefit from this presentation and manual. It is hoped many more will gain similarly.

Material selected from the seminar manual will be published in C&D—Editor

Company chemists now back RPM

The Company Chemists' Association has issued a statement in support of resale price maintenance on medicines. It also expresses support for manufacturers who have taken appropriate action to uphold the principles and the Association urges others to act similarly without delay.

The National Pharmaceutical Association has received "many encouraging replies" from the manufacturers of "ethical" medicines regarding their current policy on maintenance of resale prices. The Board of Management agreed at a recent meeting (see p882) that discounting at manufacturer level was contributing as much to the breakdown of RPM as discounting at wholesale level, and that in future this should be drawn to the attention of manufacturers at every opportunity; that given an NHS contract providing for remuneration to contractors on a cost-plus basis, the cost of drugs to each contractor should ideally be the same; and that the Board's views be made known to the PSNC and, subject to their agreement, to the Department of Health for comment.

Smith, Kline & French have received signed agreements from all wholesalers to whom their new terms of resale were sent (*C&D*, October 7, p584). The wholesalers have agreed not to include S,K&F goods in discount schemes and the S,K&F spokesman points out that if other major manufacturers followed suit there would be little to discount.

LETTERS

ASTMS way forward for pharmacy

In response to the chief-executive of PSNC, Mr Smith's, recent comments regarding ASTMS, as the official with special responsibility for contract pharmacists, I would like to offer the ASTMS way forward. In passing, may I say that considering the limitations placed on the PSNC, I believe nobody could do better at the present time.

ASTMS has been highly successful in areas that were traditionally anti-trade union because of several important factors:

1. ASTMS allows the membership the opportunity to fashion democratically its own case with clearly defined objectives.
2. ASTMS would seek to alter the existing framework and relationship with the Department of Health by advising and assisting the membership to hammer out a new contract based on agreed criteria and to do away with the anachronistic "notional salary" concept, and other historical ideas which reflect the weakness of pharmacists in negotiation with an employer who started off in a strong position because of the disunity of pharmacists and has actually increased its power at the expense of pharmacists.

Pharmacists are going to have to learn that unity is the rock which will save, protect and improve the profession. I believe ASTMS has the resources to assist pharmacists to achieve this end, and to get away from the "Push me, pull you" situation in which the PSNC finds itself locked.

ASTMS does not minimise the effort required to overcome these problems, but we do have the will and the resources to alter the *status quo*. It is essential that there should be an increase in the global sum in order to maintain the viability of the existing pharmacy framework.

Mike Hill

*Divisional officer, ASTMS
Nottingham*

Militant action

An emergency meeting of all the chemist contractors in Wiltshire was called on November 19 in Devizes to discuss the latest offer made by Mr David Ennals, Secretary for Social Services, to the PSNC and it was felt that this offer is simply a "delaying tactic" on the part of the Minister. Its implementation will undoubtedly take many months by which time Parliament will have been dissolved and a fresh Parliament will have been elected either of the same political colour or one of a different shade. But whatever hue is elected most certainly a fresh Minister of Health will be in office who will immediately say that he "cannot discuss the pharmacists' problem until he has studied the problem." The assembled members rightly felt, therefore,

that they have no confidence in the latest offer and passed unanimously the following resolution requesting that I present it to the conference of the PSNC to be held in London on November 26.

"The pharmacists of Wiltshire feel that the offer of the Minister to review the return on capital invested must be utterly rejected and that an interim award (no less favourable than that recently offered to the dispensing doctors and immediately awarded to pharmacist contractors) shall be demanded by the PSNC. They further demand that a review panel shall immediately be established with a view to an entirely new contract. In case of failure of the Minister to accept this resolution we demand that the PSNC shall implement immediate militant action nationally."

I am asked to point out that if this resolution is carried and if the PSNC take no immediate steps to implement it consideration shall be given to the formation of a new body of negotiators.

Gordon H. Hill

Secretary, Wilts ACCC

DHSS victory

"If no satisfactory offer is received from the Secretary of State on November 14 the Committee will have no alternative but to recommend that industrial action be taken."—*PSNC, October 27.*

November 14, the "offer"—Mr Ennals has agreed to refer to an "independent assessment" panel (selected by the Department), the PSNC's claim for an increase in profit margin. The PSNC, in welcoming the "offer" has lifted the threat of sanctions "for the time being".

It is evident that the Department has won again. For what good can come out of an "independent" assessment which is not binding on the government?

Both the Department's strategy and timing must have been seen through by our erstwhile negotiators; for the time when the panel's results become available will be March 1979, the date scheduled for the next general election—with a change of either government or Minister or both. Contractors will be once more in the wilderness or in bankruptcy.

Why did the PSNC "accept" Mr Ennals' empty promises on November 14? By so doing they must realise that they are aiding and abetting the Department in its plan of financial strangulation of "surplus" contractors, until a more manageable number is left (often quoted at 8,000.) That means that about 2,000 more of us have to go. The question is, "Do we want to go?"

If the answer is "No", as I believe it is, then we must do something about it on November 26. Time is rapidly running out for the independent contractor; whilst the PSNC continues to act as the handmaiden to the Department, it has nothing left to offer those whom it purports to represent, other than defeat, decline and decimation.

Stanley Blum

Laleham-on-Thames

More Letters on p900

LETTERS

Continued from p899

We're playing the wrong game

I feel like an innocent child playing Monopoly with the banker cheating by printing money. I have done everything right, conscientiously abiding by the rules of the game but finding it rather like trying to go up a descending escalator, as all my pieces are removed from the board. I have one throw to go and the dice are in the pot but I will not cast them. There is little point in doing so, I have decided to kick over the board and change the rules. One cannot win—a totally new game may be required.

I personally reject the idea of an independent panel of three wise men. We will return in a year's time for another conference of LPC representatives with no positive progress and another 150 closures. Positive action is required now—a totally new contract with 40 per cent gross margin on turnover.

You will only get what you are willing to fight for in the world of today—the age of reasoned debate and factual evidence rather than opinion appears to have gone. We can no longer allow pharmacy to be once again sacrificed on the altar of some politician's wish to see the country through the latest crises.

Last year at an open meeting in Porthmadog the pharmacists in Gwynedd voted against the acceptance of differential on-cost on the grounds that it would weaken our negotiating position. How right we were, when the Department of Health now continually states that closures were our fault because of maldistribution of on-cost and is awaiting future trends before committing itself on other matters. It is 1984 and black has been argued to be white. The idea of a meritocracy has been abandoned and, even more depressing, hard work no longer merits reward. Inflation has achieved, without a vote being cast, the greatest redistribution of wealth this country has ever known. The pharmacist—exhausted by overwork, low pay, loss of personal freedom, long hours and no holidays—is about to stand up and be counted. He will not slither into the ooze like the dinosaur. He has not lost an empire and has yet to find a role.

Role is clear

The role of the general practice pharmacist in the future is clear to everyone involved except a few academics. He is far too busy to pontificate about it or explain to ignorant people—he has few moments of rest in the day and is constantly in demand. He does two jobs for the price of one; besides being an unpaid tax collector he runs a job creation project. He pays his assistants more than he gets—£1,600 pa for dispensing a prescription every four minutes. I may have slight megalomania but I think there can be no argument that a pharmacist is

worth more than £30 per week, when £100 per week is paid to the lowliest sailor on the Irish ferry who does not even have one CSE, let alone a degree. I think £15,000 pa is reasonable in comparison with other professions.

I would not travel 260 miles next weekend to Lambeth if I thought it was going to be a wasted journey. The conference should give PSNC complete *carte blanche* and support any action the committee deems necessary—from the suspension of rotas and Sunday opening to total withdrawal from NHS dispensing from January 1, 1979. If the Government will not or cannot pay, then the patient will have to and all prescriptions will be dispensed privately at the retail cost plus 50p fee per item.

It is an absolute disgrace that we should be in this position but the last vocational violin has been played. "United we stand" has never been so important but a lead must be given. Remember that the companies have equal doubt as to whether the private entrepreneur might open under some pretext in any sanction situation. Both have much to gain if they stop for a moment and realise the choices are—fight for a contract, do nothing and go bankrupt or negotiate for semi-nationalisation similar to doctors with grants, 70 per cent staff wages, cost of rent/improvement schemes, etc. *Quo vadis? Quis est basilicus?*

R. N. Thomas

Secretary, Gwynedd LPC

Saving already

There has been much talk recently of the value of general practice pharmacy to the community. You report (November 11) that the PSNC is approaching consumer organisations to find out what sort of pharmaceutical service is needed.

After listening to the debate on pharmacy in the House of Commons on June 29, it was obvious that all members who spoke, except the Minister of State, Mr Moyle, had a deep understanding of and were sympathetic to our problems. Many generous things were said, but there seemed to be no real idea of our value in financial terms to the community.

We of course know the monthly NHS statistics, but there are further contributions to the NHS which the general practice pharmacist makes—counter prescribing and being the source of medical information (among other things) to the community. It was decided to keep a record of every request to see the pharmacist in our pharmacy during one week in September 1978.

During that week we served 1,816 non-NHS customers, of whom 49 (2.6 per cent) wished to discuss a medical problem. Five of these people were advised to see their doctors, and as the result of advice 40 people purchased some form of medicine or dressing. Sixteen of the 49 people stated that their original intention was to see a doctor, but as this was impossible, had sought our help. If no pharmacist had been available, be-

tween 16 and 49 people would have visited a doctor or hospital in that week in addition to those already attending surgeries.

If we take the lower figure and assume that every person visiting the doctor is prescribed one item, then the saving to the taxpayer in that week was $16 \times £2.044$ (total average cost of prescriptions dispensed in Hillingdon in June 1978) = £32,704. In a year the saving would be £1700.60.

From our NHS dispensing it would seem we are about an average pharmacy, therefore at a very minimum there is a saving of £17 million per annum by NHS contractors throughout the UK. It is figures like this that should be brought home to the government. If people sought the help of their doctors more than their chemists, the drug bill would rise substantially; I would think Mr Ennals already has his 10 per cent saving. Surely it is not too much to ask for a new contract, ensuring adequate remuneration and one in which efficiency and hard work are rewarded, not penalised.

I. C. Taylor

Ickenham, Middlesex

Against militancy

Militancy is again a watchword. I wish to protest against any action which can cause unnecessary suffering and inconvenience to the community of which we are part. Such action would I believe be against our own as well as against national interest.

It appears that so-called "industrial action" would not command total support by pharmacists. The aftermath of piecemeal action could therefore be bad feeling within the profession. Consider what has happened in the fire service, what is threatened after the bakery dispute. Do we want to risk further division within pharmacy?

Even total united action by pharmacy would not in any case be effective except as an irritant. Other sections of the health service would almost certainly try to mitigate damage to the patient. So seeds of ill-will between the professions could be sown in addition to illwill within pharmacy. Do we want this?

I know we are provoked. But the way to gain higher rewards is by giving even better service, not by curtailing service even temporarily. Any policy based on resentment and hate instead of on consideration and love must fail in the end.

If this is what I believe we should *not* do, what do I propose? First we should make sure we know how best we can serve the community.

Next let us make sure we are ready to provide this service. Then let us make sure the public are aware of the service we provide. It is essential that the "product" we advertise is up to the advertising we promote. We must, where necessary, make certain our "house"—our pharmacy—is in first class order. Much of the time, money, effort, some of us devote to complaining over our

lot would, I suggest, be more productive if invested into improving service. And could we set an example by sparing some thought for those in the nation who are even worse off than we are?

The faults of pharmacy are largely the faults inherent in its substantial virtues. Let us be true to ourselves, let us be a candle amid the gloom of the "getting not giving" philosophy. Morality and practical self interest unite, I believe, in saying NO to the militants. We must not allow any government, any minister, to niggle us into damaging our self-respect and our public image. In the end, if we are patient, the moral will beat the material.

Eric A. Jensen
Brighton

Consultation fees

Let's forget rises, let's forget back-dated rises. Let's rejoice in the thought of arbitration, for want of a better word.

Goodness knows, we were all behind the PSNC, now we'll just have to swallow our own medicine, over the busiest period, of course, until next May, or so it seems to date. Without doubt it will be best to achieve a solution for increased margins without upsetting our NHS customers.

Here is a tonic to keep us going. Why not charge a suitable fee, on a par with other professions, for all involved counter consultations which may or may not be by appointment? I personally handle three or four of those a day. Say £5 per 20 minutes. (Visualise the unprofitable NHS piling up and long queues forming for 4p off RRP tissues.)

In the meantime Mr Ennals can supervise the arbitration, which if he does it as well as he supervises PSNC, we will all need private practice to keep us going.

You know what they say about paying peanuts and getting monkeys; monkeys we may well be but it is not too late to all sing the same tune, even without the multiples.

D. V. Brandon
Knutsford, Cheshire

Double standards

Mr C. J. Fell in his letter of November 11 says that in support of his private interest, for a number of years, he has been a member of Unichem. In this regard I would like to quote from the judgment of the RPM case in order to illustrate firstly, the extent of profits achieved by a chemist by taking advantage of the "rebates" and, secondly, the hypocrisy of individuals like Mr Fell who supported the judgment wholeheartedly and at the same time aided and abetted the downfall of the RPM during the past years.

The judges in the case commented... "we are satisfied, however, that retail chemists would gladly accept discounts where they could obtain them. The attraction of price reductions would in fact be very strong. If 50 per cent of the

business of a chemist with an annual turnover of £20,000 is accounted for by prescribing and if 70 per cent of his purchase of 'ethicals', that is of prescription goods, is of fast moving 'ethicals', his annual turnover in fast movers will be of the order of £7,000. A cut of 5 per cent on the price of these drugs will increase his net profit by £350 pa, an increase of 17 per cent on an assumed net profit of £2,000 pa."

In support of this judgment Mr Fell wrote in *PJ* of July 11, 1970: "the people who would really have suffered eventually if RPM had gone were smaller retail pharmacists and the public. One could wait for ever for thanks from the public"...

It is painful to see the hypocrisy and double standards practised within the industry. I believe that as a result of the evidence of a breach of RPM given against a small wholesaler—perhaps the evidence provided by Mr Fell and NAPD—many manufacturers stopped supplies to this wholesaler and as a result some

employees of the wholesaler have lost their jobs. As a customer to this small wholesaler I had to arrange the opening of an account with another wholesaler and have also been unable to obtain certain urgent supplies on Saturdays.

J. D. Lalji
London SE18

Price of Lemsip

As if we pharmacists in troubled Northern Ireland had not sufficient problems, I see according to our *Belfast Telegraph* that the VG grocery group has among its special offers Lemsip 5s at 34p.

Surely VG, in Northern Ireland owned by Thomas McMullan & Co Ltd—a subsidiary of Sangers Group Ltd—are aware that this is a medicine and must not be sold below recommended price.

Aggrieved

Reckitt & Colman say that they are convinced this an oversight on the part of VG, but they have warned the company it must not occur again.—Editor.

Non-ergotamine Migraleve is the one anti-migraine specific you may sell over the counter

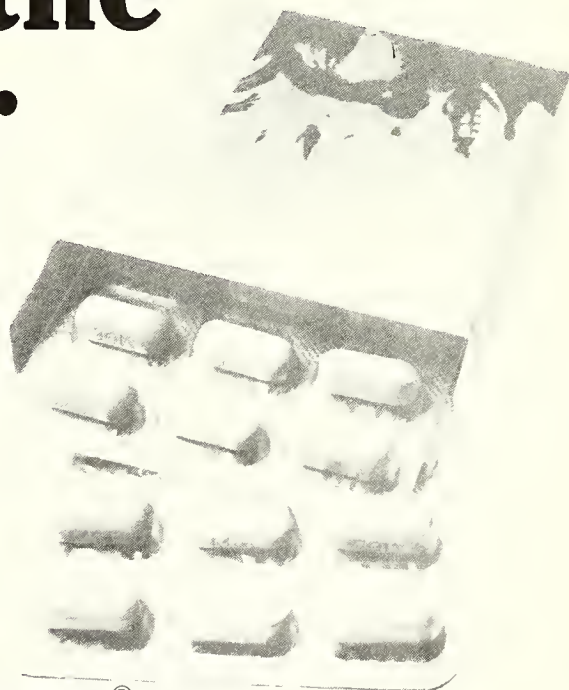
Sales (and prescriptions)
are still rapidly rising.
So check your stocks now.

Over half a million
prescriptions for
Migraleve speak for
themselves.

Migraleve[®]
NON-ERGOTAMINE



International Laboratories Ltd. Lincoln Way, Windmill Road, Sunbury-on-Thames, TW16 7HN.



The future of general practice—NPA's views

Continued from p882

tend to sit back in the knowledge that their future dispensing numbers would be unlikely to fall. For a similar reason, there would be a formidable barrier erected against the opening of a new pharmacy in a particular area, whether the area was conveniently served by a pharmacy or not. The Board realises that this whole question is linked to that of a rational location of pharmacies and that the issues are complex. But the problems of moving patients from the register of one pharmacy to that of a newly-opened one, even in areas not previously served by a convenient pharmacy, would make the opening of a pharmacy to serve such an area that much more difficult.

Other comments

General practice pharmaceutical services, 2. 4. The Board was glad that the Society is mindful of the role played in the traditional retail pharmacy of selling non-medicinal goods and the provision of non-professional services. It is above all the result of the pharmacist's retailing activities that pharmacies are so conveniently situated and the NPA is still firmly convinced that the future of general practice pharmacy must lie along "traditional" lines. It is the pharmacist's retailing activities that bring him so much into contact with patients and which give rise to the air of informality in the pharmacy which enables patients to consult the pharmacist so readily.

Dispensing service, 3. 8 The Board has no firm view on patient records but it would be against any compulsory system of record keeping, especially in light of the present strained relationship between the profession and the Department of Health. Record keeping could only be added to the pharmacist's work-load by provision of extra staff. The Board thinks that this is one extra service the profession should only provide *after* the Government has agreed to pay for it.

3. 12 Whilst there will undoubtedly be closer contact between pharmacists and doctors practising in the same premises than between doctors and pharmacists in separate premises, experience of health centres does not lend much credence to the suggestion that the relationship between members of the two professions in health centres is close. Conversely, there are many instances where pharmacists in High Street premises have formed extremely close working relationships with local doctors without seeking to develop the relationship in an unethical manner. The Board believes that it is open to any pharmacist in a community, whether in close geographical proximity to a surgery or not, to establish and maintain a healthy relationship with his local doctors. It is entirely a matter for the pharmacist himself; some will succeed, some will not.

3. 13 The Board has noted the suggestion that the pharmacist might seek to extend his activities to such matters as the monitoring of plasma levels. The Board can see no objection but thinks that care will be needed to avoid the pharmacist being regarded merely as a technician.

Sale of medicines, poisons and chemicals, 4. 4 The statement that recent medicines legislation has recognised the principle that "medicines are not ordinary articles of commerce and should not therefore be sold as such" needs qualifying. That principle was certainly embodied in the White Paper which preceded the Medicines Act but there are many who think that it has not been carried over into the Act itself, especially when the Act is read in light of the Regulations made under Part III. The length of the General Sale List and the abolition of the discretion that the pharmacist was able to exercise when selling medicines covered by schedule 1 to the Poisons Rules, has in the opinion of the Board hardly increased the status of the pharmacist in relation to his responsibility for medicines distribution.

4. 5 The Board agreed that some General Sale List medicines will disappear when the Committee on Review of Medicines completes its task. But these will almost certainly be, for the most part, those medicines with a relatively low turnover where the manufacturer is either unable, or cannot afford, to adduce the evidence necessary to obtain a full licence. These are not generally the medicines in which grocers, supermarkets and drug stores are interested. Those products which are heavily supported by advertising and have a large turnover will remain on the market and we do not think that the work of the Review Committee will significantly affect the proportion of the OTC medicines market outside pharmacies.

Medicines provision on the pharmacist's professional judgment, 5. 2 The Board considers that reference could usefully be made to the Consumers Association survey published in *Which?*, March 1975. The conclusion reached, albeit heavily qualified, was that: "we think that if you want advice, but are not sure you need a doctor, it's worth asking your pharmacist".

5. 4 A pharmacist with experience in practice will undoubtedly recognise many symptoms of minor ailments. But the Board consider that this is due largely to experience and not to "the physiological aspects of the pharmacy course". Clinical studies are certainly now being included to a limited extent in many pharmacy degree courses but there is a long way to go before the pharmacist can regard himself as being qualified *by his training* to diagnose minor ailments. This is not to say that the pharmacist is not a useful source of advice.

Health education, 6. 22 This paragraph could usefully be extended by referring to some examples of suitable educational literature. "Family doctor" booklets would be a good place to start.

Organisation of general practice pharmacies, 7. 2 The percentages quoted for numbers of prescriptions dispensed in health centre pharmacies do not agree with those given in the Joint Memorandum of Guidance for Pharmacists affected by Health Centre Development. There it is said that 75 per cent of prescriptions written at the health centre are dispensed at the health centre pharmacy.

7. 5 The Board is aware that some pharmacists would wish to be "engaged solely in providing the professional services for which they have been expensively trained". But there are undoubtedly many for whom the mixture of traditional retail pharmacy is its greatest attraction and the Board shares with the Council the recognition of the benefits that stem from the pharmacist's activities as a retailer and the contribution that these activities have made and are making towards maintaining a well-distributed pharmaceutical service.

After hours services, 9. 4. 3 The Board agrees that the profession must provide a pharmaceutical service whenever it is needed. In communities where there are several pharmacies, more could be done to encourage the opening of small "after hours dispensaries" on a consortium basis as in many Australian towns.

Remuneration, 10. 2 The Board wholeheartedly shares the views expressed in the interim report on NHS remuneration.

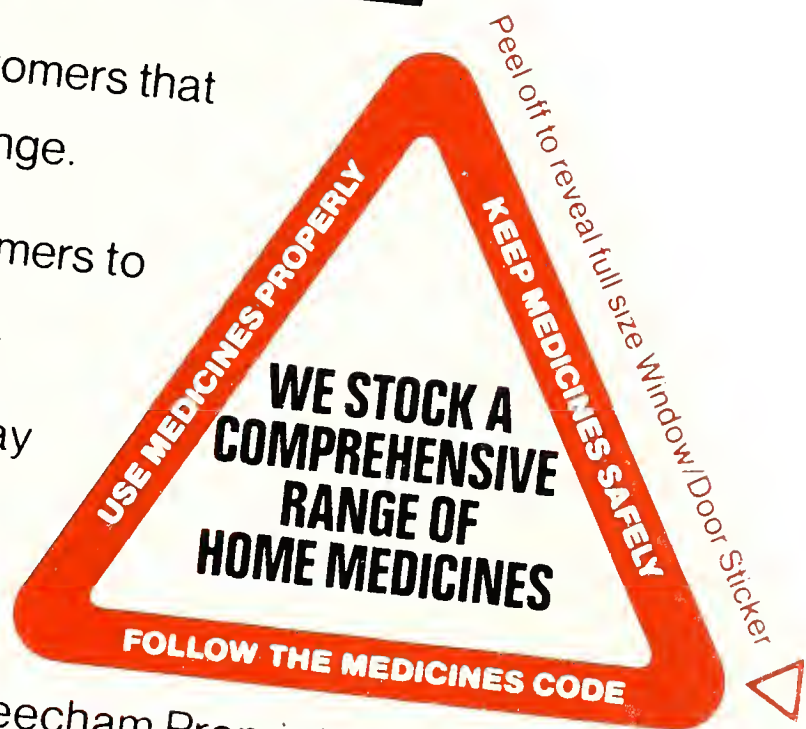
Buying pharmacies

Pharmacy ownership, 11. 1 The Board recognises the need for adequate finance to be made available for the purchase of pharmacy businesses and is constantly seeking ways of helping prospective proprietors. In practice there is seldom any difficulty in obtaining finance for the purchase of highly profitable businesses. It is in the purchase of the less profitable business that difficulties are encountered because the profit made by the business is insufficient to repay the loan and finance the interest. The Board is conscious of the need to avoid finance schemes with commercially restrictive conditions.

Recommendations, 12. 2. 2 The Board agrees with recommendations relating to the provision of information to patients about prescribed medicines. But the Board read Council's comment with interest and in particular noted the reference to "the Society's representatives" on the planning party established by the Department of Health. It was the Board's impression that the persons nominated to the planning party would be representative of the profession as a whole. Indeed, when the NPA sought to have its own nominee included in the names submitted to the Department of Health, it was made quite clear that although two members of Council would be included in the list they were so included not because they were representing the Society but because of their particular knowledge.

DON'T MISS OUT ON SELF MEDICATION SALES THIS WINTER

- 1 Tell your customers that you stock a full range.
- 2 Remind your customers to use medicines carefully.
- 3 Feature this useful display aid on your window or door to maximise sales



With the Compliments of Beecham Proprietary Medicines

Supplement to CHEMIST AND DRUGGIST November 25th 1978 (Post Office Regulations)

ASTMS intervenes in an FPC decision

The Association of Salaried, Technical and Managerial Staffs has intervened in a Family Practitioner Service Committee decision. A pharmaceutical contractor and general practice ASTMS member, has had money withdrawn by Birmingham FPC following allegations that he wrongly dispensed tablets. An ASTMS divisional officer wrote to the Department of Health which is understood to have agreed to a hearing to receive representations. ASTMS hopes to reduce or remove the amount withdrawn.

Commons debate Pearson report

Before reaching a final decision on the recommendation of the Pearson Commission that strict liability should be the basis of recovery of damages, rather than proof of negligence, the Government would be carrying out detailed discussions with industry, particularly the pharmaceutical industry, to ensure that the interests of makers and users were balanced. Mr David Ennals, Secretary for Social Services, said last week during a debate on the Royal Commission that care had to be taken that useful medicines were not driven off the market or that research and development on new medicines was not discouraged.

Mr David Crouch, MP, a director of a drug company, said that strict liability would have a harmful effect, not only on the drug industry but on the medical profession and the public who would be denied some of the advantages of modern scientific knowledge.

The Industrial Injuries Advisory Council is to consider another of the Pearson Commission's recommendations—namely that a claimant could succeed in his action even if his disease is not on the prescribed list of occupational diseases, provided that he can prove it is a particular risk of his occupation. Also the Council will advise the Secretary of State whether occupational diseases can still be covered by a prescribed list.

Tolbutamide study in US vindicated

The basic findings of the study conducted by the University Group Diabetes Programme which linked tolbutamide to an increased risk of deaths from heart attacks and strokes still stand after an audit of the study carried out by the US Food and Drug Administration.

After the original study the FDA had proposed new labelling requirements for all oral hypoglycaemic drugs which required that such drugs were only prescribed after dietary restrictions or diet plus insulin were unsuccessful. These labelling requirements have been held in abeyance due to lobbying by some sections of the medical community. The FDA is now considering whether to order manufacturers to change their labelling.

MARKET NEWS

Cinnamon cheaper

London, November 22: The government of Sri Lanka (Ceylon) abandoned the floor price for cinnamon last week and at the same time removed the export duty which was formerly levied on it. As part of its budget measures to stimulate sales the authorities also abandoned the floor price on citronella oil but at the time this report was prepared no new cif prices were available. In the case of cinnamon quills new rates were also awaited but for featherings there was a reduction of four-and-a-half pence per lb for shipment. Elsewhere among spices Sarawak pepper was lower in the forward position and Cochin ginger by £10 per metric ton for new crop.

Among botanicals Cape aloes, copaiba balsam, cascara, cherry bark, gentian root, kola nuts, lemon peel and senega were lower. Dearer were tolu balsam, dandelion root, ergot and hydrastis. The firmer tone of Chinese menthol noted since the Canton fair eased in the past few days and natural camphor powder was also down.

Lower in essential oils were clove leaf, eucalyptus and Chinese spearmint.

Pharmaceutical chemicals

Acetone: £262 to £266 metric ton as to grade for 30-drum lots.
Adrenaline: (per g) 1-kg lots base £0.30; acid tartrate £0.25.
Aspirin: 10-ton lots £1.40 kg; imported £0.93.
Atropine: (Per kg in ½-kg lots) Alkaloid £196.95, methonitrate £174.90; sulphate £166.
Benzocaine: BP in 50-kg lots, £6.08 kg.
Benzoic acid: BP in 500-kg lots, £0.7426 kg.
Biotin: Crystals £7.13 per g; £5.13 in 100-g lots.
Caffeine: BP anhydrous and hydrous, £4.86 kg in 100-kg lots.
Calamine: BP £618 per 1,000-kg delivered.
Calcium carbonate: BP light £145 metric ton.
Calcium chloride: BP anhydrous 96/98% £0.93 kg in 50-kg lots of powder; granular £0.95; hexahydrate crystals BP 1968 £0.68.
Calcium gluconate: £1.562 per metric ton.
Calcium lactate: 100 kg lots £1.45 kg.
Calcium pantothenate: £7.70 kg in 25-kg lots.
Ferric ammonium citrate: BP £1.70 kg in 250-kg.
Ferric citrate: £2.75 kg in 250-kg lots.
Ferrous carbonate: BPC 1959 saccharated £1.70 kg (50-kg lots).
Ferrous fumarate: BP £1.75 kg in 50-kg lots.
Ferrous gluconate: £2.060 per metric ton.
Ferrous succinate: BP £4.50 kg in 50-kg lots.
Ferrous sulphate: BP/EP small crystals £560 metric ton; dried £560 metric ton.
Lactic acid: BP 88/90% £1.75 kg in 70-kg drum.
Lignocaine: (25-kg) base £11.07 kg; hydrochloride £11.17.
Lobeline: Hydrochloride BPC and sulphate £1.40 (50-kg).
Magnesium carbonate: BP per metric ton—heavy £550 to £590, light £450.
Magnesium chloride: BP crystals £0.68 kg for 50-kg lots.
Nicotinic acid: £6.51 kg; £5.01 kg in 50 kg lots.
Noscapine: Alkaloid; £31.85 kg for 25-kg lots; £30 kg for 100-kg. Hydrochloride £35.65 and £33 kg for similar quantities.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £638 to £653 as to maker; hydrochloride £488-£562; phosphate £490-£499; sulphate £562. Diamorphine alkaloid £764; hydrochloride £696. Ethylmorphine hydrochloride £623-£639. Morphine alkaloid £709.50-£722, hydrochloride and sulphate £579-£589.

Crude drugs

Aloes: Cape £920 ton spot; £890, cif. Curacao £1,950, cif.
Balsams: (kg) **Canada:** Steady at £13.75 spot; £13, cif. **Copaiba:** £2.40 spot; £2.60 cif. **Peru:** £8.80, spot; £8.70, cif. **Tolu:** £5.50 spot.
Benzoin: £148 cwt spot; no cif.
Camphor: Natural powder £5.30 kg spot; £5.25, cif. Synthetic £0.90 spot £0.80, cif.
Cardamoms: Alleppy green No 2 £10 kg, cif.
Cascara: £900 metric ton spot; £880, cif.
Cherry bark: £1,180 metric ton spot; £1,160, cif.
Cinnamon: Seychelles bark £480 metric ton spot; £400, cif. Ceylon quills 4 o's nominal; featherings £0.13½ lb, cif.

Dandelion: Spot £1,720 metric ton spot; £1,690, cif.
Ergot: Portuguese-Spanish £2 spot; £1.90, cif.
Gentian: Root £1,670 metric ton spot nominal; £1,650, cif.
Ginger: Cochin £950 metric ton, spot; £850, cif. Nov-Dec shipment; new crop £710 (Jan-Feb). Other sources not quoted.
Hydrastis: spot £11.35 kg; forward £11.10 cif.
Ipecacuanha: (kg) No spot; £10, cif nominal.
Jalap: No offers.
Kola nuts: £510 metric ton spot; £410, cif.
Lemon peel: Unextracted, £1,200 metric ton spot; shipment £1,180 cif.
Liquorice root: Russian £400 spot; £390, metric ton cif. Block juice £1.33-£1.70 kg spot.
Menthol: (kg) Brazilian £8, spot; £7.15, cif. Chinese £7.50 duty paid; £6.35, cif.
Pepper: (metric ton) Sarawak black £1,085 spot, \$1,850 cif; white £1,625, spot; £2,850, cif.
Seeds: (metric ton, cif. **Anise:** China £830, for shipment. **Celery:** Indian £490 cif. **Coriander:** Moroccan £210. **Cumin:** Turkish £1,200; Iranian £1,400; Egyptian nominal. **Fennel:** Indian £500. **Fenugreek:** Moroccan £235.
Senega: Canadian £10.20 kg spot; £9.90 cif.

Essential oils

Anise: (kg) Spot £14.70; shipment £15, cif.
Cinnamon: Ceylon leaf £2.85 kg spot; £2.25, cif. Bark, English-distilled £150.
Citronella: Ceylon £1.60 kg spot; £1.60, cif; Chinese £2.63 spot £2.52, cif.
Clove: Indonesian leaf, £2.50 kg spot; £2.50, cif; English-distilled £40.
Eucalyptus: Chinese £1.80 kg spot; £1.75, cif.
Lemongrass: Cochin £5.25 kg spot; £4.75, cif.
Spearmint: (kg) American £6, cif. Chinese £10.50 spot; £9.90, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, November 27

Brighton & Hove Branch, National Pharmaceutical Association, Langfords Hotel, Third Avenue, Hove, at 8 pm. Mr Arthur Trotman (managing director, Independent Chemists' Marketing Ltd) on "Recent developments in wholesaler services to NPA members" and Mr C. Green (secretary, Proprietary Articles Trade Association) on "The views and the policy of the PATA".
Display Market Week, Carisbrooke Hall, Marble Arch, London W2. An exhibition of decorative displays, equipment and fittings for retail. Monday, 12 noon to 6 pm. Tuesday to Thursday 10 am to 6 pm.

Tuesday, November 28

Northern Scottish Branch, Pharmaceutical Society, Postgraduate medical centre, Raigmore Hospital, at 7.45 pm. Audio visual course "Drugs for peptic ulcer" and "The discovery of H₂ receptor antagonists".
Northumbrian Branch, Pharmaceutical Society, Winthrop Laboratories, Fawdon at 6.45 pm. Discussion of the report on the future of general practice pharmacy followed by Miss Christine Hay (Society's legal department) on "New pharmacy legislation".

Wednesday, November 29

Enfield Pharmacists' Association, Foresters Hall, Enfield, 8 pm. An American Thanksgiving evening.
Leeds Branch, Pharmaceutical Society, Mansion Hotel, Roundhay, 7.30 for 8 pm. Annual dinner. Guests include the president of the Pharmaceutical Society and the deputy Lord Mayor of Leeds.

Thursday, November 30

Bradford & Halifax Branch, National Pharmaceutical Association, University of Bradford, at 8 pm. Talk by Mr C. Stevens (member of Pharmaceutical Society Council).
Chemical Society, Analytical Division, Chemical Society, Burlington House, Piccadilly, London, at 6.30 pm. Annual meeting followed by Dr D. Jack (managing director, Allen & Hanburys Research Ltd) on "Research and development in the pharmaceutical industry".
Harrogate Branch, Pharmaceutical Society, Postgraduate centre, Harrogate General Hospital, at 8 pm. Mr J. Kerr (member of Pharmaceutical Society Council) on the report on the future of general practice pharmacy.
Hull Pharmacists' Association, Postgraduate centre, Hull Royal Infirmary, at 8 pm. Dr V. Doughty (consultant psychiatrist) on "Anorexia nervosa".

Friday, December 1

Bristol Branch, Pharmaceutical Society, Southmead social centre. Barn dance.

Advance information

Conference on flexible approach to packaging, December 6, Royal Spa Centre, Leamington. Organised by Institute of Purchasing and Supply. Includes marketing view of the future, outlook for plastics raw materials, alternatives to traditional packaging. Telephone applications only to the Institute at IPS House, High Street, Ascot, Berks (0990 23711).

**QUIET
PLEASE!**

EAREX EAR PLUGS

Special 12 for 10 offer on Earex Dust & Noise Protectors
expires November 30th. 1978

**QUIET
PLEASE!**

ATTRACTIVE OFFER WITH DISPLAY CARD FROM ERNEST JACKSON & CO. LTD.,
CREDITON, DEVON. EX17 13AP

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist,
25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate
headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC January/December 1976: 14,510

Display/Semi Display £5.00 per single column
centimetre, min 25mm. Column width 44mm.

Whole Page £350 (275mm×186mm)

Half Page £200 (135mm×186mm)

Quarter Page £110 (135mm×91mm)

Lineage £1.00 per line, minimum 5 lines at £5.00

Box Numbers £0.50 extra.

Series Discounts 5% on 3 insertions or over. 10% on
7 insertions or over. 15% on 13 insertions or over.

FOR SALE

STILL AVAILABLE

Direct from the manufacturers

PATON'S MOUTH TREATMENT

Minimum quantity 6 tubes in display outer. Retail: 38p. £1.38 including VAT.
(equivalent to 7 charged as 6) CASH WITH ORDER.

50 years reputation—All mouth troubles.

F. C. PATON (SOUTHPORT) LIMITED,
43A OLD PARK LANE, SOUTHPORT

AGENTS

CALLING ON CHEMISTS and drug
stores for nationally-known company
seeks additional small range, territory
North London, Middlesex & Herts.
Box No. 2581

AGENTS REQUIRED for all areas to
sell specialist gluten free foods. Please
write stating position and experience to:
G. F. Dietary Supplies Limited, 7,
Queensbury Station Parade,
Queensbury, Edgware, Middx. HA8
5NP.

AGENTS WANTED

A chance for **enthusiastic** and **self
motivated** sales agents to get in on the
ground floor of an **exciting** range of **Gift
Toiletries** to be launched in the New
Year.

GILCHRIST AND SOAMES LTD,
London based manufacturers of Toiletries
and Bath products, are about to launch an
entirely new range of Top Quality Gift
Toiletries. They seek top class agents
capable of selling this line to high quality
Chemists. Applicants, who should have
extensive experience and be carrying at
present no more than 3-4 lines, should
write with full details of past experience,
current lines, and areas covered to:

Gilchrist and Soames
(Toiletries Division),

4-8 Lonsdale Road, London NW6 6RD.

Tel 01-328 7604.

SHOPFITTING

SINGLE EDGE BLADES (E.R. TYPE).
Packs of 100 £4.50 inc VAT, post free.
Free sample on request. Cheque with
order. Gordon Chemists, 2b Crick-
lewood Lane, London, NW2 1EX.

DIVERSIFY INTO DIGITALS. LCD
watches (Black figures; permanent
display). Large range from 6 funct. @
£8 + VAT to 22 funct. chronograph
@ £18.50 + VAT. Fix your own retail.
SAE for catalogue. Sample mens 22
funct. chronograph £16.47 inc. VAT +
25p P.&P. J. Malloy, Ph.C., 28 Bax-
tergate, Whitby, N. Yorks.

500 LAST SEASONS Rapide clip over
sunglasses. Reasonable offer
accepted to clear. Phone M. D. Mindel
01-450 2411.

CORKS. Standard closures and wine
corks available all sizes. Also other pro-
ducts in cork. Send for list. Thomas
Vernon (Prop. G. Worrall, MPS), 16
Barber Road, Sheffield S10 1ED.
Established 1820.

JEWELLERY. Sterling silver and 9ct
gold. A wide range of ear-rings, rings,
bracelets, charms etc., brought to your
door at best cash prices. Write Lloyd
Cole, 37 College Avenue, Maidenhead.

**SUPER SHELVING SYSTEM WILL
INCREASE YOUR TOILETRY SALES
BY HUNDREDS** of pounds. Send for
colour illustration or ask us to call for
instant quote. Glass display counters
with lighting, island sites and show-
cases. Early delivery direct from mak-
ers. **THIRSK SHOPFITTINGS**, 741-
743 Garrett Lane, London SW17 0PD.
Tel: 01-946 2291.

**SPECIALIST SHOPFITTING SER-
VICES.** Free Planning, Competitive
Prices. Phone 061-445 3506. H. A.
Peyser, 20 Fairfax Avenue, Didsbury,
Manchester M20 0AJ.

FULL SHOPFITTING SERVICE by the
experts—E Plan Ltd., N.P.A. recom-
mended. E Plan Ltd., E Plan Estate,
Newhaven BN9 0HE, Sussex. Tele-
phone 3323/6. Telex: 87208.

SIMBILT

The Pharmacy Fitters

SIMyers Ltd

80/84 Old Street, London EC1V 9AN
Tel: 01-251 4444

AUCTIONS

**RYANS PHARMACY REPUBLIC OF
IRELAND.** The above pharmacy as
already advertised, will be offered for
sale by Public Auction at the Central
Hotel, Mallow, Co. Cork, Republic of
Ireland on December 6th 1978 at 3 p.m.
For information contact: Brendan D.
O'Meake, Auctioneer, Patrick Street,
Fermoy, Co. Cork, Republic of Ireland.
Tel. No. Fermoy 31389.

25 November 1978

Please mention
C & D when replying
to advertisements

Manufacturing & Distributing Services

MEDICWEAR



An exciting new range of professional clothing. Leaflets and details from:

NICHOLSON'S
(Overalls) Limited

Georges Road, Stockport,
Cheshire.

TEL: 061-480 7318 Telex: 666929

FASHION JEWELLERY

We offer you the following trading facilities

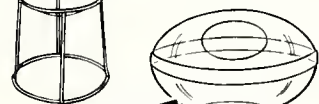
1. Cash and carry showroom with free parking
2. Representatives calling in London and Home Counties
3. Selected parcel service — prices and details on request

Write or telephone for services required to:

ALANDRA PRODUCTS LTD.,
138-139 Shoreditch High Street,
London, E1 6JE.
Telephone: 01-739 1201; 01-739 1205

HALLONS POP BIN

FOR YOUR POINT
OF PURCHASE SALES
Strong transparent acrylic
sphere on plastic
coated wire stand.



POPETTE

COUNTER TOP
SALES AND
MERCHANDISING UNIT.

Send for Details
HALLONS LTD
214-220 MAYBANK ROAD,
LONDON E18 1EX



PLASTIC PRODUCTS

BABY PANTS
TODDLER PANTS
INCONTINENCE PANTS
MATTRESS SHEETS
COT SHEETS

etc., etc.

**HENLEYS
OF HORNSEY
LTD.**

London N8 0DL
Tel: 01-889 3151/6

FALCONCRAFT

PRICE TICKETS
CARD HOLDERS
SIGNS—INTERIOR
AND EXTERIOR
TICKET SECTIONS
SHELF ENLARGERS
POSTER FRAMES

Send for catalogue to:

FALCONCRAFT LTD.,
89/95 HAINAULT ROAD,
ROMFORD, ESSEX

TEL: Romford 24621

Tolley's
Tax Tables 1976/77

Published within days of the
chancellor's budget speech,
these detailed tables cover
all main rates of income
tax, corporation tax and
V.A.T. and include a sum-
mary of the budget pro-
posals.

Price 90p.

Please mention
C & D when replying
to advertisements

OTC ORALCER OTC

CONTROLLED RELEASE
PELLETS FOR MOUTH ULCERS

Retail Price 35p Trade Price £2.60 per dozen
Available from your local wholesaler and from Vestric Ltd.
Vitabiotics Ltd. 1. Beresford Avenue, Wembley (Middx.)

Classified Headings

Wanted	For Sale	Legal Notices
Business Opportunities	Situations Vacant	Patents
Trade Service	Miscellaneous	Agents
Hospital Appointments	Courses	Trade Marks

Chemist and Druggist Get Results

"Eesiness"

**SURGICAL ELASTIC HOSIERY
BELTS — TRUSSES**

- TWO-WAY STRETCH ELASTIC YARN
- FLATBED KNIT & CIRCULAR KNIT
- NYLON LIGHTWEIGHT STOCKINGS
- NYFINE LIGHTWEIGHT TIGHTS
- SEAMLESS ONE-WAY STRETCH
- NYLON NET

Stock Sizes or Made-to-Measure

Obtainable direct or through your wholesaler. Write for literature.

Stock Belts (Abdominal and Spinal) - Elastic Band Trusses - Jock Straps
Suspensory Bandages - Athletic Slips - Stockinette Bandages

E. SALLIS LTD. Phone: 77841-2 Basford, Nottingham Grams: Eesiness

25 November 1978

Acne responds to Quinoderm

QUINODERM CREAM

available to Pharmacies only on prescription or for
O.T.C. Sales. Retail Price 75p incl. VAT

Quinoderm Cream

25G. Benzoyl Peroxide 10.0%, Potassium
Hydroxyquinoline Sulphate 0.5% in an
astringent cream base.

QUINODERM HYDROCORTISONE

is available on prescription only. Subject to T.S.A.

Quinoderm Hydrocortisone

30G. Benzoyl Peroxide 10.0%,
Potassium Hydroxyquinoline Sulphate 0.5%,
Hydrocortisone 1% in an astringent
cream base.

QUINODERM LIMITED

Manchester Road, Oldham
OL8 4BR

Two's company

These two different forms of 'packaging'
for pharmaceuticals should have one thing in common.

They should result from efficiency.

Efficient development, efficient production methods,
efficient quality control, efficient packing.

And efficient costing. Easy to say, but it forms the
basis of our business at Seward Pharmaceutical.

And we're always happy to prove it.

Seward and efficiency:

two's company.



 **seward** pharmaceutical

Charlwoods Road, East Grinstead, Sussex RH19 2HL, England

Telephone: East Grinstead 311311 Telegrams: Seward East Grinstead Telex: 95315 TOPTAB G

A member of the Medical Division of UAC International